XD-54/12

arthur salm inc.

Received
Jan. 23, 1963

8749-8755 SOUTH GREENWOOD AVE. • CHICAGO 19, ILLINOIS

ca. May 15, 1962

CREATORS * MANUFACTURERS * IMPORTERS * CONSULTANTS TO THE ADVERTISING SPECIALTY TRADE

GENERAL INFORMATION

The sparkling merchandise shown in this catalog has been planned, designed, and manufactured exclusively for the American Business Market. The designs are the work of an outstanding design firm in the United States and the merchandise is manufactured abroad. Into it has gone a lifetime of experience in the advertising specialty field. This experience has been re-enforced by repeated market analyses to determine what is suitable, and what is wanted. In these pages you will find things that are new, that are different, that are improvements on old, time-tested ideas. As a salesman you can sell, and your customers can buy, from this catalog with complete confidence, knowing that what you see is of outstanding quality, that it is exclusive: *none of it is sold on the retail market*, and that it is the individual work of master craftsmen. Every item measures up to the exacting standards upon which the reputation of our company has been built.

PACKAGING

All items except No. 614 The Big Inch Rule, are beautifully packaged in an impressive gift box.

CHRISTMAS WRAPPING

If Christmas wrapping is wanted, add 20¢ net, per package. 25¢ net for large packages.

ROMANCE CARDS

Included with each package, except No. 614 The Big Inch Rule, is an attractive, well-written Romance Card.

SHIPPING TIME

All items are carried in stock in Chicago. Normal shipping time is two to three weeks after receipt of order. Allow two to three weeks additional for special copy requiring dies, such as trademarks and emblems.

On pieces where the ad is to be set in nickel-silver inlay, that is, on the No. 114 Val-U-Plus Knife, allow approximately 90-100 days after receipt of order or approved artwork. This time can be cut to about 70-80 days, if shipment is made by air. Charges for air shipment are: 1000 or more, 8¢ per piece; 500 to 1000, 11¢ per piece; 500 or less, 14¢ per piece.

In order to assure Christmas distribution on *nickel-silver inlay* items, orders or approval of artwork should be in our hands not later than September 1st. If shipment is to be by air, this deadline can be extended to October 1st.

QUANTITIES LESS THAN MINIMUM QUOTED

On orders for quantities less than the minimum listed, there will be a charge of $2.50, if the order is without ad copy. This charge will be $3.50, if ad copy is specified.

INDIVIDUAL MAILING

Individual mailing service is available at a charge of 25¢ net, per unit. This is in addition to the cost of the mailer, postage, and insurance. Customer must supply addressed labels and also an alphabetical list with names and addresses in duplicate.

SHIPPING METHODS AND INSURANCE

Unless requested not to do so we will insure each shipment and bill for such insurance expense. All shipments and individual mailings will be insured at listed prices. Orders not showing shipping instructions will be forwarded according to our best judgment.

ALL AD COPY EXTRA

All prices are listed WITHOUT ad copy or personalization except No. 614 The Big Inch Rule.

FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

PRICES

All prices and sales subject to our acknowledgment and its terms. The right is reserved to withdraw any item or items and to change all quoted prices without notice. All prices net, F.O.B. our warehouse, Chicago.

The Wallstreeter

This striking import is every bit as good as it looks. It's actually three gifts in one: a combination clothes and spotting brush; a manicure set of hot-forged surgical steel; and a snap-hinge jewel box for cuff links, tie bars, and personal accessories. The cover is top-grain cowhide, the lining genuine satin, and the hinge-bar polished brass. Mark it for the individuals who are going places: the travellers, the commuters, the vacationers. They'll love it. 6" long, 3¼" wide, 2" high. Names, initials, or ad copy can be stamped on the leather.

	12-24	25-49	50-99	100-249	250 and up
No. 14	$6.90	$6.70	$6.50	$5.80	$5.20

U.S. Patent D-190,558
1-3A 4B 5C

The Valet Clothes Brush

A clothes brush of convenient size and excellent quality with long bristles that pick up and remove the most stubborn particles. A specially designed pad on the back is made to remove lint. Works efficiently on soft or hard-finish fabrics. An accessory to depend on when one's appearance must be show-window perfect.
Beautifully grained walnut finish, polished to a soft luster. 10-inches long and 1¾-inches wide. Wooden handle can be imprinted either side.

	25-49	50-99	100-249	250 and up
No. 16	$2.40	$2.30	$2.04	$1.82

1-2A 3B 4C

The Derby Mirror Brush

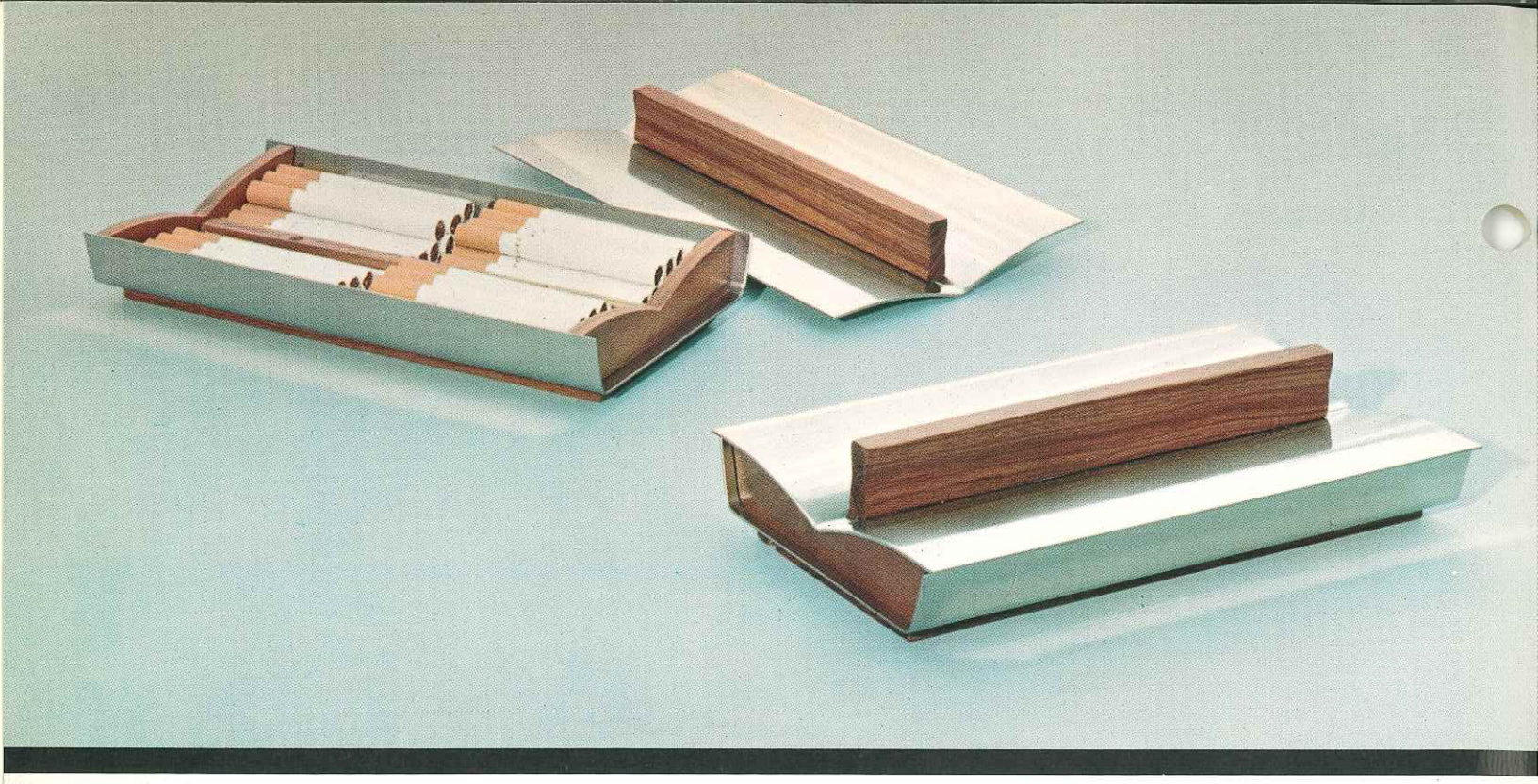
Imaginative styling emphasizing the luxurious warmth of fine leather, combines in a single unit the utility and function of a clothes brush and mirror. A most practical accessory, always wanted, and often desperately needed. Supplied with a matching leather-covered holder to match the decor of almost any room in the office or home.
The brush, exceptionally well made with long bristles, whisks away dirt, dust, and lint in half a wink. The crystal clear mirror is invaluable for last minute inspections. The complete unit is 18-inches long: maroon top-grain cowhide, combined with walnut finished hardwood and polished gold-plated fittings. Names or initials can be stamped in the leather in gold foil and ad copy surface-printed on wood portion of handle. See inside back cover for details.

	12-24	25-49	50-99	100 and up
No. 13	$9.60	$9.40	$9.20	$9.00

A

All the above gifts are packed in fine black and silver gift boxes with appropriate romance cards.

MAILERS AVAILABLE as follows: #13 @ 17¢; #14 @ 14¢; and #16 @ 14¢ each net.
Do not specify extensive ad copy on The Wallstreeter, space is limited.



The Royal Cigaret Box

An all season favorite, rich with the purest and finest quality. The case and cover are solid, heavy-gauge Swedish stainless chrome-nickel steel polished to a lustrous satin finish. The matched grain wood of the base and handle is hand rubbed to a soft glowing patina.

Every detail shows the prideful care of the Old World Artisan combining his centuries-old craftsmanship in a medium that is truly the product of the latest science and technology: the miracle alloy of our time, 18/8 Swedish chrome-nickel stainless steel. Here is a gift that will never wear out, and will stay bright and beautiful indefinitely.

The Royal Cigaret Box glows with a distinctive kind of charm that embodies the spirited challenge of our age. Luxurious but not extravagant, it has a special look that's noticed in any company whether in the office or at home.

4⅝-inches wide and 8-inches long, divided lengthwise into two compartments to hold 40 or more king-size or standard cigarets.

Packed in a deluxe black and silver gift box with a suitable romance card.

	12-24	25-49	50-99	100 and up
No. 216	$10.40	$10.00	$9.80	$9.60

MAILERS AVAILABLE at 15¢ each net.
A

The Florentine Coin Bowl

Every detail of this Italian masterpiece shows its substantial quality. It's solid stainless steel finished by Italian craftsmen to an extra deep patina. It glows. Set in the bottom is a polished brass replica of an ancient coin.

This lovely table piece is 5¼-inches across the top, 1¾-inches at the bottom, and 1¼-inches deep. Suitable for nuts, candies, confections, or general serving, it is both a trustworthy remembrance and a splendid value.

No. 533

25-49	50-99	100-249	250-499	500 and up
$2.30	$2.20	$2.10	$1.80	$1.60

MAILERS AVAILABLE at 13¢ each net.
1-3A 4B 5C

The Florentine Cigaret Server

Two things you notice at once about the Florentine Cigaret Server; the crisp, clean beauty of the design, and the unusual decorative use of the ancient coin motif on the cover.

A companion piece of flashing brilliance to the Florentine Coin Bowl. 3¾-inches high and 2⅛-inches in diameter of exceptional quality stainless steel, made to last and serve for a lifetime. Holds a complete pack of cigarets, king-size or regular.

Packed in a deluxe black and silver gift box with an appropriate romance card.

No. 215

25-49	50-99	100-249	250-499	500 and up
$3.20	$3.05	$2.95	$2.60	$2.30

MAILERS AVAILABLE at 12¢ each net.
1-3A 4B 5C

The Florentine Smoker's Set

A beautiful combination with a continental flavor featuring the Florentine Coin Bowl and the Florentine Cigaret Server shown above, packed together in a deluxe black and silver gift box with an appropriate romance card.

No. 217

25-49	50-99	100-249	250-499	500 and up
$5.30	$5.10	$4.90	$4.35	$3.90

MAILERS AVAILABLE at 16¢ each net.
1-3A 4B 5C

The Caravelle Desk Pad

Sparkling magic in lavish nickel plate and luxurious black leather creates a spectacular effect. The Caravelle Desk Pad adds a bright accent to any desk, combining the prestige look with practical value.
It is a memorable gift, and a natural go-together with the other Caravelle pieces shown here. These separate units lend themselves perfectly to year-after-year giving to build a gift sequence. They also combine ideally to create gift sets. Consider, for example, the striking effect of this desk pad, in a matching set with the Caravelle Pen Stand shown above.

4¼-inches wide by 6½-inches long, designed to hold ¾-inches of standard size 4" x 6" notepaper.

Names, initials or ad copy can be silver stamped on the padded black leather insert or put on a leather swatch on the bottom of the base. See page 32 for details.

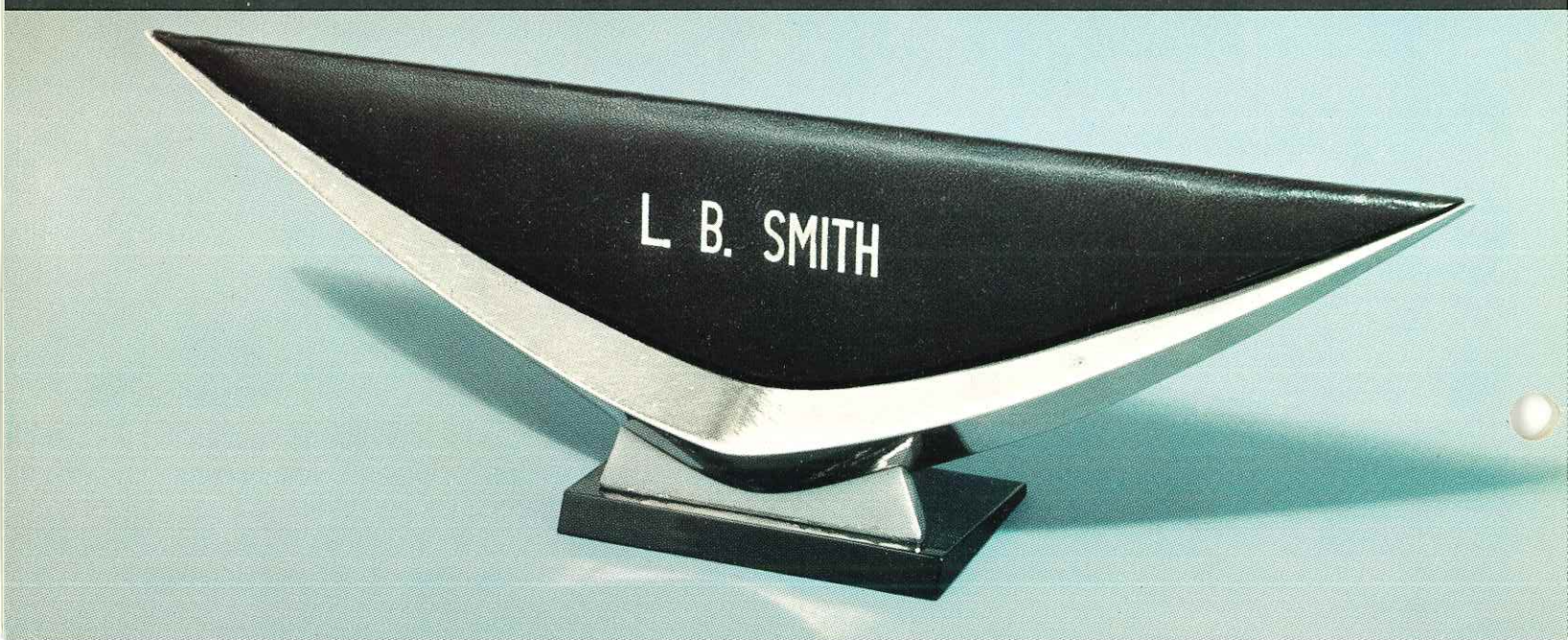
Packed with 150 sheets of white bond paper in a fine black and silver gift box with a suitable romance card.

	25-49	50-99	100-249	250 and up
No. 783 (Desk Pad)	$5.80	$5.60	$5.50	$4.90
No. 784 Caravelle Desk Set (Desk Pad and Pen Stand)	$10.30	$10.00	$9.80	$8.75

No. 784S (Desk Set) with deluxe Sheaffer Pen in place of standard pen: $1.00 net each, extra.

MAILERS AVAILABLE: No. 783, 13¢ net each. No. 784, 16¢ net each.

1-3A 4B Design Patents Pending.



The Caravelle Pen Stand and Letter Opener

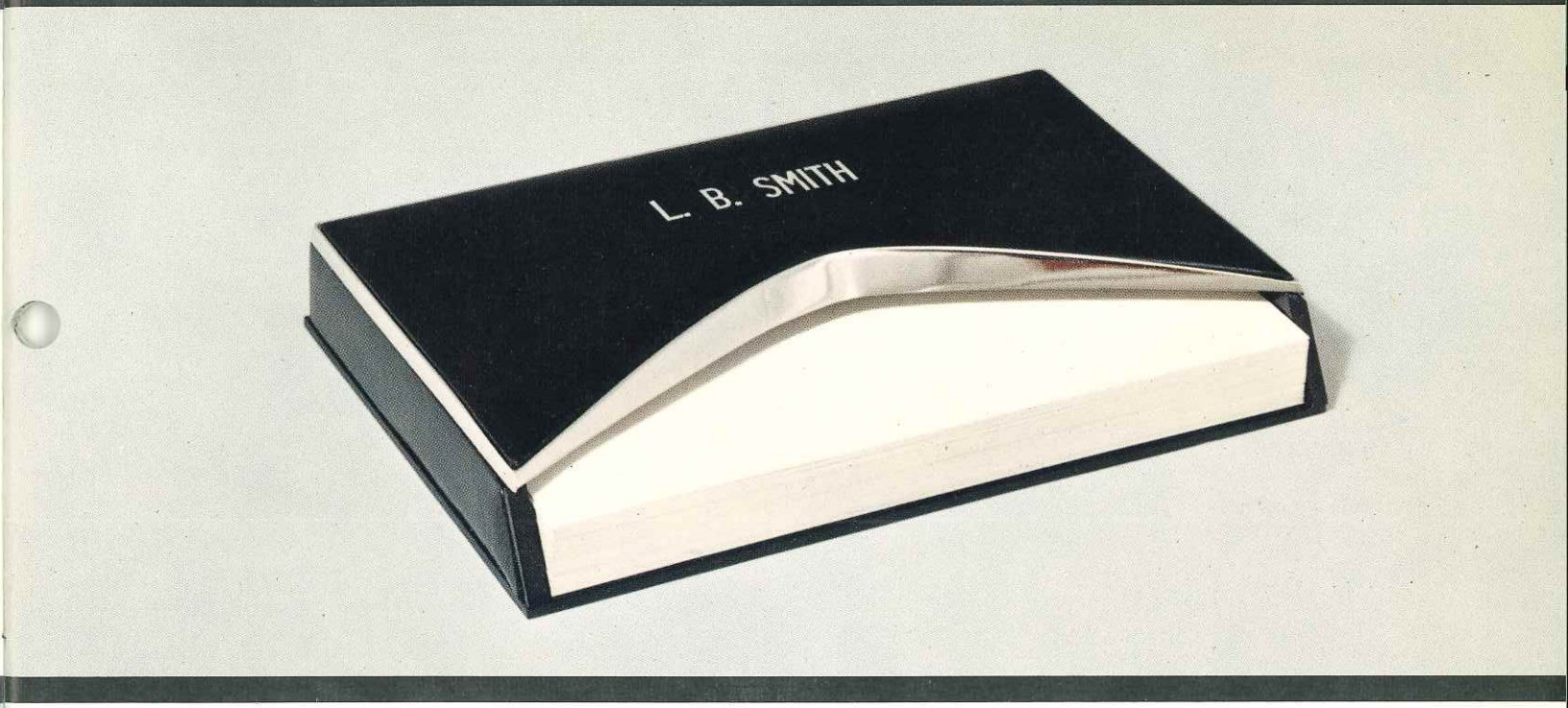
Regal appearance and genuine quality mark these sparkling companion desk pieces. An aristocratic blending of gleaming metal and luxurious black leather, they are unusually rich in remembrance value, and will bring your message of friendly thoughtfulness into any office or home and keep it there. They can be purchased either individually or as a set.

Names, initials or ad copy can be silver stamped on the padded black leather. On the 9-inch by 2-inch Pen Stand the ad copy can also be stamped on a leather swatch on the bottom of the base. See page 32 for details. Packed in a fine gift box with a suitable romance card.

	25-49	50-99	100-249	250 and up
No. 658 (Pen Stand)	$5.20	$5.00	$4.90	$4.35
No. 780 (Letter Opener)	$3.90	$3.80	$3.70	$3.30
No. 659 Caravelle Ensemble (Pen Stand & Letter Opener)	$8.80	$8.60	$8.50	$7.60

Nos. 658S (Pen Stand) and **659S** (Set) with deluxe Sheaffer Pen in place of standard pen: $1.00 net each, extra.

MAILERS AVAILABLE: No. 658, and No. 780, 11¢ net each; No. 659, 13¢.
1-3A 4B Design Patented.



The Caravelle Nameplate

The most cherished name in the world is a man's own. Give him his name on this striking Caravelle Nameplate, and, be he personal friend or valued customer, he'll never forget you.

Beautifully finished in mirror nickel plate and expensive padded black leather, the Caravelle Nameplate strikes just the proper note of luxury combined with dignity and restraint.

9-inches long and 2½-inches high with names silver stamped in the leather.

Ad copy can be silver stamped on the side opposite the individual's name or placed on a leather swatch on the bottom of the base. See page 32 for cost of personalization or ad copy.

Packed in a deluxe black and silver gift box with a suitable romance card.

	25-49	50-99	100-249	250 and up
No. 782	$4.40	$4.20	$4.10	$3.65

MAILERS AVAILABLE at 13¢ each net. Design Patents Pending.
1-3A 4B

The Borgholm

Here is a table gem so beautifully modern it could not have been created until today. Formed of the world's finest stainless steel, genuine 18/8 chrome-nickel, and hand-crafted in a tradition of great elegance by Swedish master craftsmen, it is a union of what is best in the old and the new. It is a gift to be proud of by both giver and receiver.

The shape, with double compartment design, is absolutely appropriate for today's dining requirements. Suitable for vegetables, relishs, dips, and a manifold of other serving uses, the Borgholm is an elite creation meant for giving and for keeps.

12½-inches long, 8-inches wide and 1½-inches deep.

Packed in a fine black and silver gift box with a suitable romance card.

	12-24	25-49	50-99	100 and up
No. 512	$7.70	$7.50	$7.30	$7.15

MAILERS AVAILABLE at 18¢ each net. Design Patents Pending.

A

The Haakon Server

A gift of unusual merit that sparkles like a jewel from the hands of a master craftsman. This luxurious and distinguished server with its sophisticated shape and show-piece elegance is a treasure to have and to hold. It indicates clearly that it was chosen with special care, thought, and imagination.

The two removable triangular trays are fabricated of genuine 18/8 Swedish chrome-nickel steel, the finest stainless ever made. The wood is rare, deep-luster, Teak hand finished in Holland. The workmanship throughout is flawless, according to the uncompromising standard of the Old World Guilds.

14-inches in diameter, gracefully ready for any serving need and the demands of any occasion.

Packed in a deluxe black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 588	$13.40	$13.00	$12.75	$12.50

MAILERS AVAILABLE at 30¢ each net.

A

The Carousel

A special combination of distinguished appearance and royal quality. Combines two Condiment Dishes and ladles with a Salt and Pepper Set on a Lazy Susan of hand finished, matched-grain walnut.

If you are searching for an exciting remembrance that is very fine, and very exclusive, you have found it in the Carousel.

It is an original, hand made European import, and the number manufactured has deliberately been limited.

The tray is 11¾ inches long and 6-inches wide, and turns on ball bearings. The touch of a finger moves it. Shakers and condiment dishes fit into depressions carved in the walnut base. Perfectly weighted and balanced, it can be carried as a unit without danger of spilling the containers.

A table set of unusual brilliance that is easy to use, easy to care for, the Carousel Condiment Susan, will bring a thrill of pleasure to any favored individual who receives it.

Packed in a distinctive black and silver gift box with suitable romance card.

	12-24	25-49	50-99	100 and up
No. 560	$20.00	$19.70	$19.40	$19.20

MAILERS AVAILABLE AT 19¢ each, net.

A

The Kalmar Fruit Bowl

Here is certified excellence from the hands of Old World Master Craftsmen. Perfected in Sweden, the Kalmar is hand finished throughout, and shows in every line and highlight the painstaking care lavished upon it.

The metal is everlasting chrome-nickel stainless steel, a fabulous accomplishment of the latest scientific knowledge and techniques. It will not chip, nor rust, but will retain its brilliance years on end without special care. The wood is beautifully grained walnut. Measuring 10-inches long, 8½-inches across the top, and 4¼-inches deep, the Kalmar will sparkle under the most critical appraisal and reflect to advantage your good taste and judgment. Packed in an attractive mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 532	$12.90	$12.60	$12.30	$12.00

U. S. Patent D-192,375 and foreign patents.

A

The Goteburg Sugar and Creamer Set

A gift eloquent with good taste and friendly thoughtfulness made of 18/8 Swedish chrome-nickel steel, the world's finest stainless. You can be proud to send this perfectly matched Goteburg Set. The craftsmanship and finish are splendid. It will be received with delight, and for years to come will be your ambassador of good will among people you consider important. The walnut tray is 11¼-inches by 4¼-inches. The sugar bowl and drip-proof creamer are 5½-inches by 4¼-inches and 1½-inches deep. The matching spoon is optional. Packed in a fine black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 582	$6.40	$6.20	$6.10	$5.98

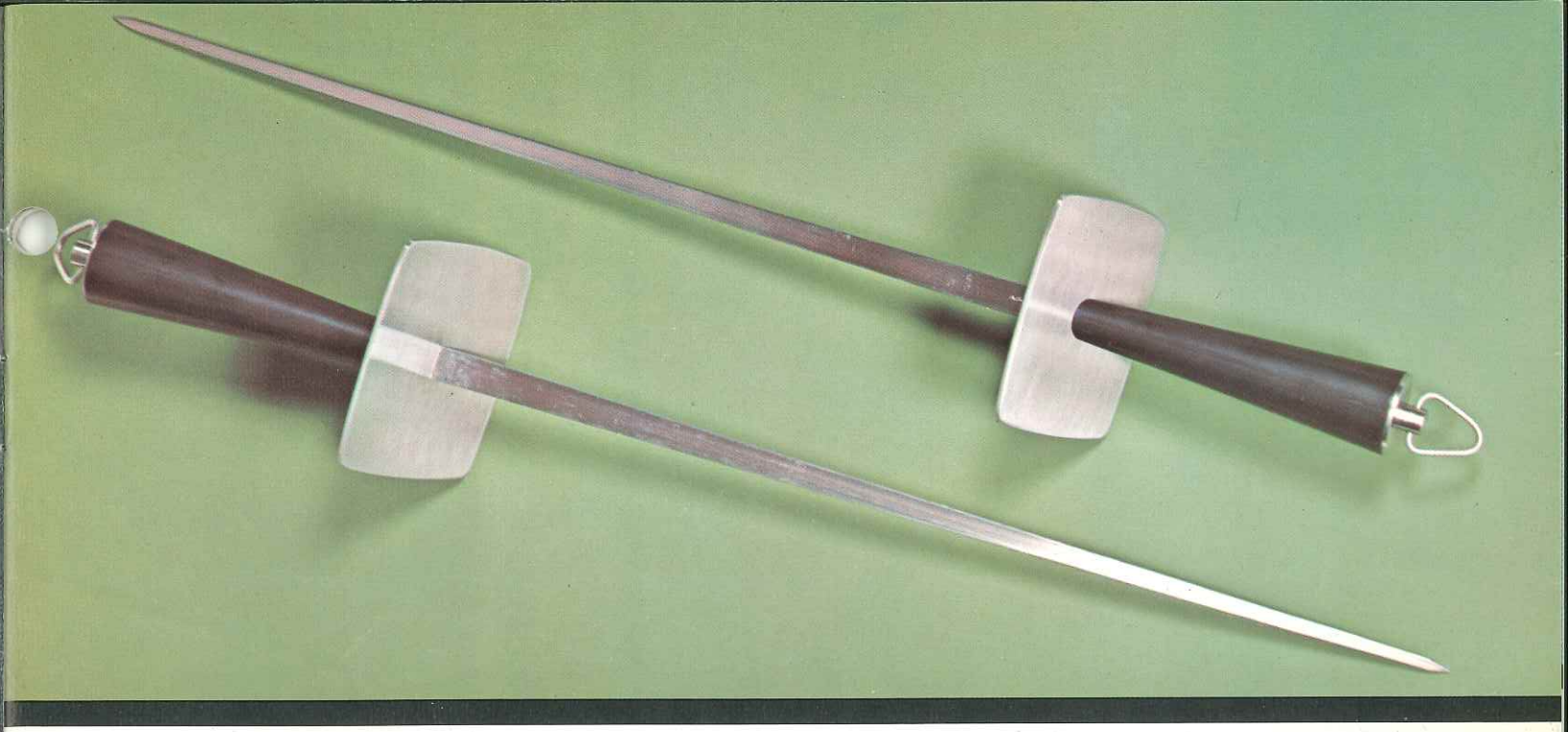
No. 556 Sugar Spoon optional at 64¢ any quantity

U.S. Patent D190,878

MAILERS AVAILABLE at 15¢ each net.

A

576
509
519



The Shish-Ka-Bob Swords

These matched swords are very high in remembrance value because they tap basic yearnings of the masculine heart. Crossed in the manner of rapiers for display over a fireplace or on the wall, they are shining emblems of adventure and romance. Being useful too, they will, of course, stir an amateur chef into a flaming demonstration of his art.

Needle sharp skewers of solid stainless steel that won't chip, discolor, or tarnish, are solidly set in insulating handles of smooth black plastic. Blade cross section is rectangular to keep cuts from turning on the spit. Stainless steel guard-rests keep handles cool. 21½-inches long, they are scientifically tapered to spit anything from a hummingbird to a beef roast.

Packed as a set in an attractive mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 404 (Pair)	$6.00	$5.80	$5.70	$5.60	$5.00

Design Patents Pending.

1-4A 5B

The Kungsholm - Gripsholm - Svaneholm

Heirloom quality in stainless steel. Made in Sweden by craftsmen whose work is the product of centuries of tradition. The most modern techniques in metallurgy and chemistry perfected this 18/8 chrome-nickel steel. The result is a symphony of durability and shining loveliness cast in metal. These are gifts for a lifetime.

THE KUNGSHOLM measures 17½ by 10⅛-inches. It is large enough for a turkey, roast, or ham.

THE SVANEHOLM is full size too, measuring 15½ by 6 inches. It is a masterpiece of utility. Just the thing for bread, rolls, for snacks, for hors d' oeuvres, or for relishes. Is also a lovely decorative centerpiece for the table.

THE GRIPSHOLM is 12½ by 7¾ inches. Ideal for candies, nuts, hors d' oeuvres, sandwiches, and cake. A wonderful platter for sizzling steaks, too. Can be placed directly under the broiler without damage.

All are packed with romance cards in deluxe gift boxes.

	12-24	25-49	50-99	100 and up
No. 519 Kungsholm	$12.80	$12.40	$12.00	$11.80
No. 510 Gripsholm (set of 2)	12.60	12.30	12.00	11.70
No. 509 Gripsholm (Single)	6.60	6.40	6.20	6.10
No. 576 Svaneholm	7.70	7.40	7.20	7.00

U. S. Patent D182,626.

MAILERS AVAILABLE: 509 and 510, 14¢; 576, 16¢; 519, 22¢ each net.

A

The Torsby Salt and Pepper Set

A rare find in a salt and pepper set that emphasizes the new and unusual. It was made from an original American design, and hand-crafted from selected-grain Teak and brushed stainless steel, in Sweden. You will find nothing like it anywhere.

The Torsby is different, and should be marked for the friends on your gift list who not only like fine things, but enjoy setting a distinguished table. It is both a splendid value and a gift that will generate spontaneous appreciation.

About 3-inches tall and 1¾-inches in diameter. Packed in a deluxe black and silver gift box with an appropirate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 558	$2.40	$2.30	$2.20	$1.95	$1.75

MAILERS AVAILABLE at 14¢ each, net.
Design Patents Pending.
1-3A 4B 5C

The Svaneholm Snack Tray

This is the same handsome Svaneholm Tray described on the previous page but exciting new utility has been added, and a brand new function emphasized. With a solid walnut cutting block in the center and two longitudinal dividers, this snack tray can be divided at will into two, three or four sections. By removing both block and dividers, full use of the original tray is restored.

Besides its other uses — and these are many — this snack tray is now a dream tray for serving cold cuts, cheeses, crackers, hors d' oeuvres: indeed, for snacks of all kinds. It's a tremendous remembrance value.

Packed with an appropriate romance card in a fine black and silver gift box with a gray kraft sleeve.

	12-24	25-49	50-99	100 and up
No. 579	$10.90	$10.60	$10.30	$10.00

MAILERS AVAILABLE at 16¢ each, net.
A

The Norsholm Server

Here is a gift worth swaggering about with just a whisper of outrageous flattery for the right people. It's dramatic and opulent, yet completely practical, and in quality and sheer value beyond criticism by even the most critical.

The tray is glowing exotic hardwood richly grained and finished with unusual care to a soft rich luster. The removable metal inserts are Swedish 18/8 chrome-nickel stainless, an international legend in steel. The serving handle over the center of the tray is a new and original design. 14-inches long by 6¾-inches wide. Made to serve with distinction on any occasion casual or formal, inside or out.

Packed in a mailing carton at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 593	$11.50	$11.30	$11.10	$10.90

Design Patents Pending.
A

The Viking

Here is a gift filled with sparkling splendor — a wonderful way to show an individual that you consider him worthy of very special attention. The quality of this set is fabulous. The individual bowls are solid 18/8 chrome-nickel stainless steel, hand finished in Sweden and gleam like sterling. Without qualification, they are made of the finest stainless steel that can be bought. Any one of them by itself would make a superb gift. The serving tray is rare deep-grain Teak laboriously polished by hand to a soft, rich luster.

The perfectly matched bowls are 6½ by 5¼-inches, and are 1½-inches deep. The tray is 15½-inches by 13¾-inches. Mark this Viking Serving Tray for those names on your list that are very important to you, and be sure!

Packed in an attractive mailer at no extra charge with an appropirate romance card.

	12-24	25-49	50-99	100 and up
No. 573	$20.00	$19.60	$19.20	$18.90

U. S. Patent D-182,626
A

The Christiania

One piece of beautifully grained Teak was used to fashion this lovely bread tray. It is a work of art carved and shaped from an original design by the skillful hands of Dutch Master craftsmen, and is significantly different in appearance and texture from anything to be found on the market. The Christiania is a gift with immense prestige value. It will be treasured for years because of its originality and show-off qualities as well as for its genuine utility.

20-inches long and 6-inches wide, the Christiania is designed for both cutting and serving. The cutting block is 36 square-inches in area, and ⅞-inches thick. The matching Chefette Knife is optional at extra cost. Packed in fine black and silver gift box with a suitable romance card.

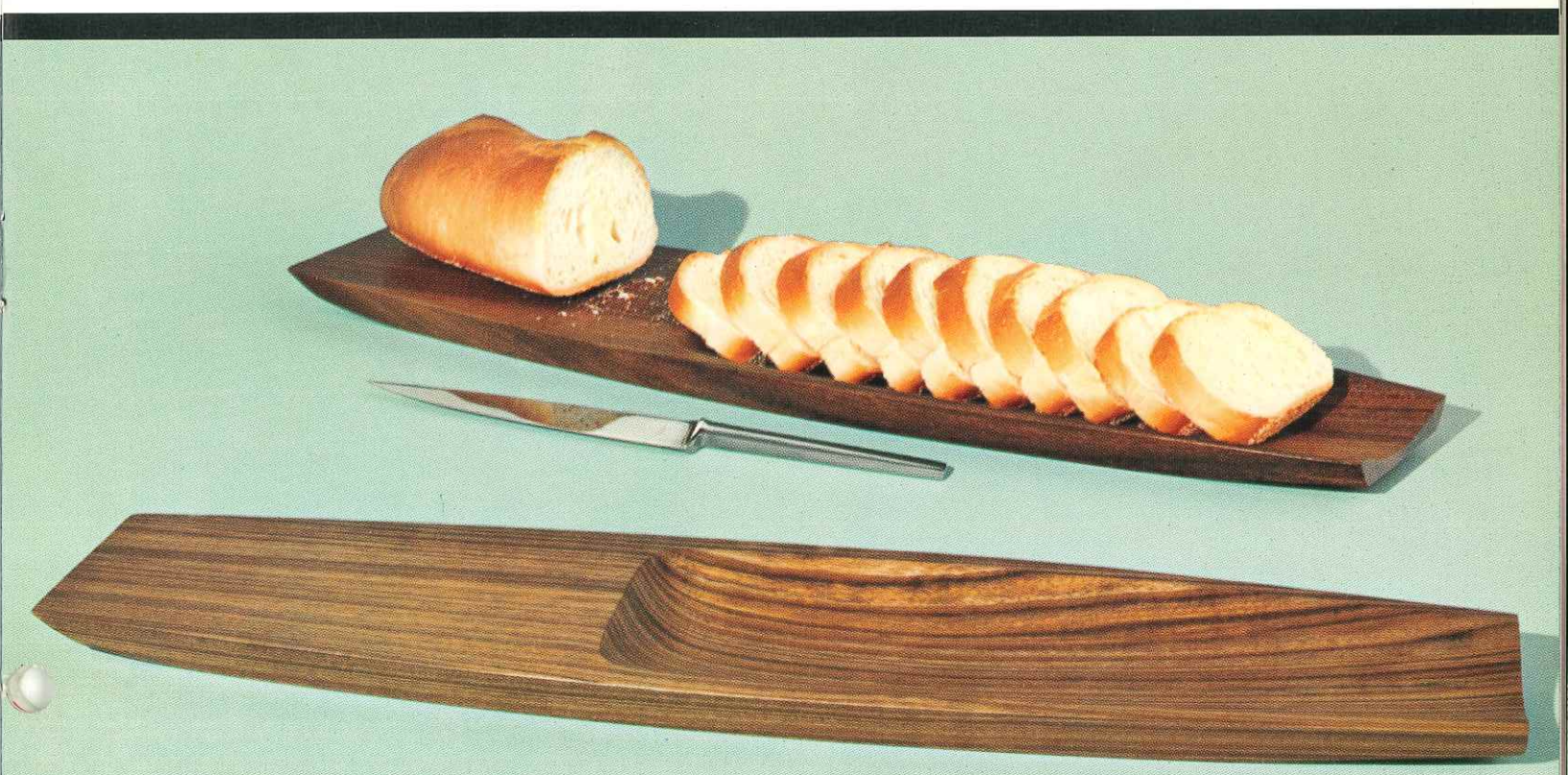
	12-24	25-49	50-99	100-249	250 and up
No. 875	$7.20	$7.00	$6.80	$6.00	$5.40

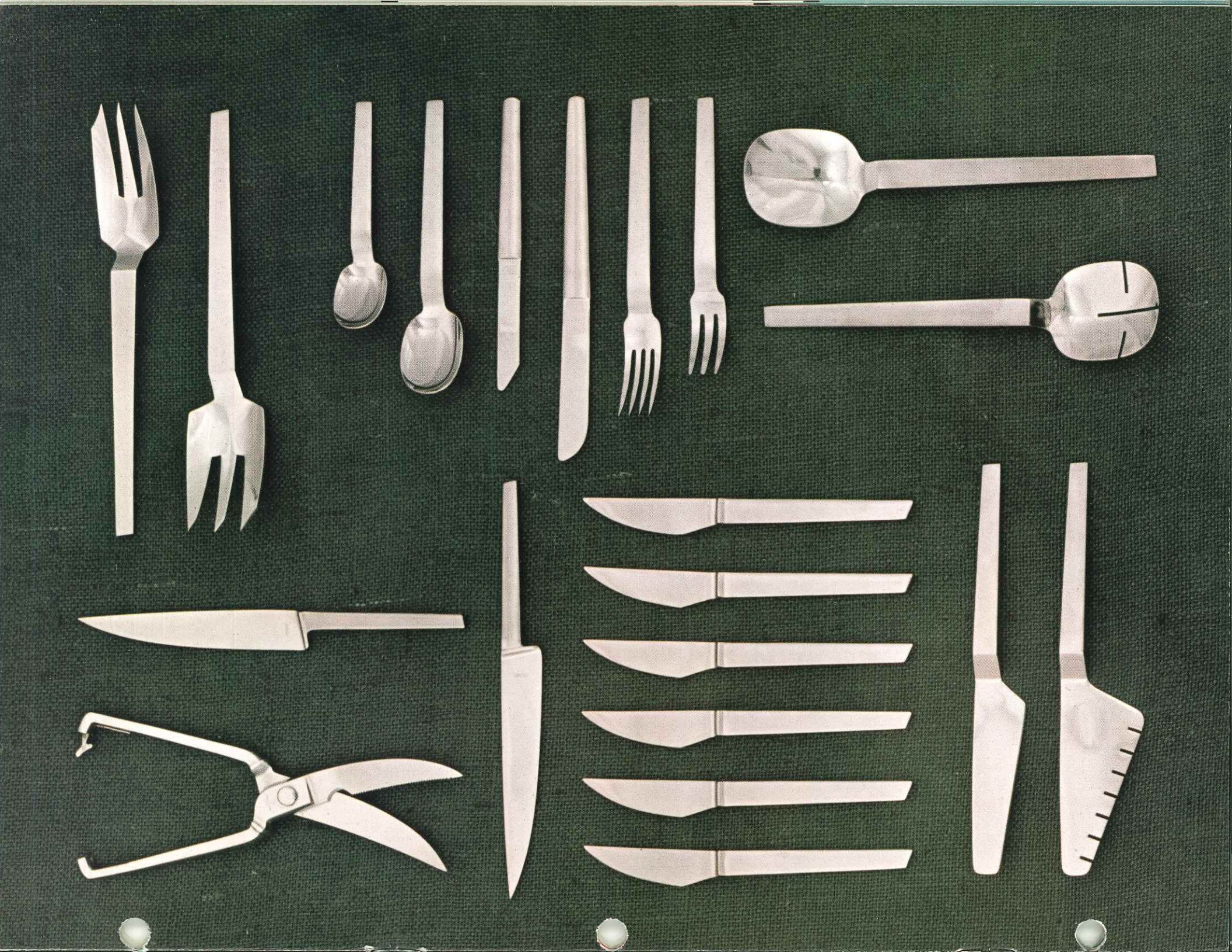
1-3A 4B 5C

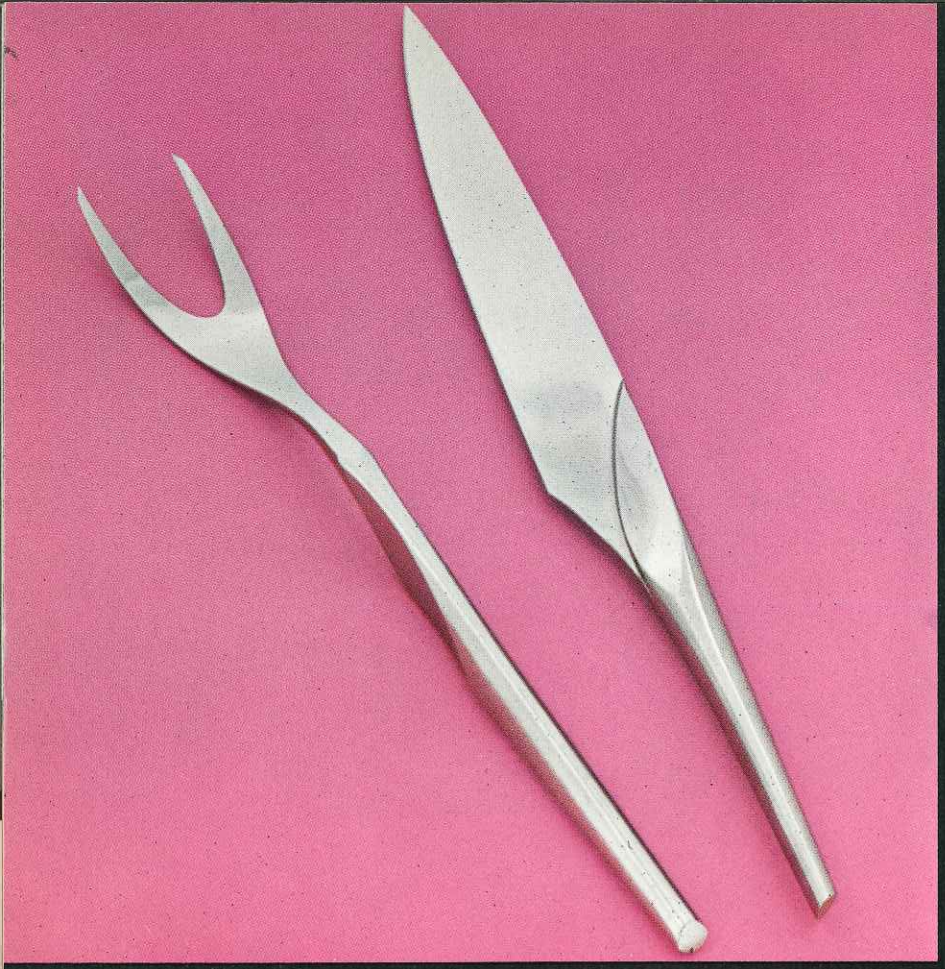
No. 459 Matching Chefette Knife. Optional at $2.15 in any quantity. - C

U. S. Patent D-189,243

MAILERS AVAILABLE at 25¢ each, net.







The Contura Carving Set

The Contura Carving set is a matching combination to the steak knife set on this page. The same sculptured elegance, the same subtle blend of classic high-fashion and modern utility, the same exceptional quality is evident in every shining inch. Both implements are hot forged and quenched as a unit from a solid piece of eternal, carefree stainless steel. They will not rust, chip, nor tarnish.

The razor-edged carving knife is 14-inches long, and the serving fork 11½-inches. In appearance, size, weight, and balance the Contura Carving set is designed for today's living. It serves with distinction. Packed in a fine flannel roll, and gift boxed with an appropriate romance card.

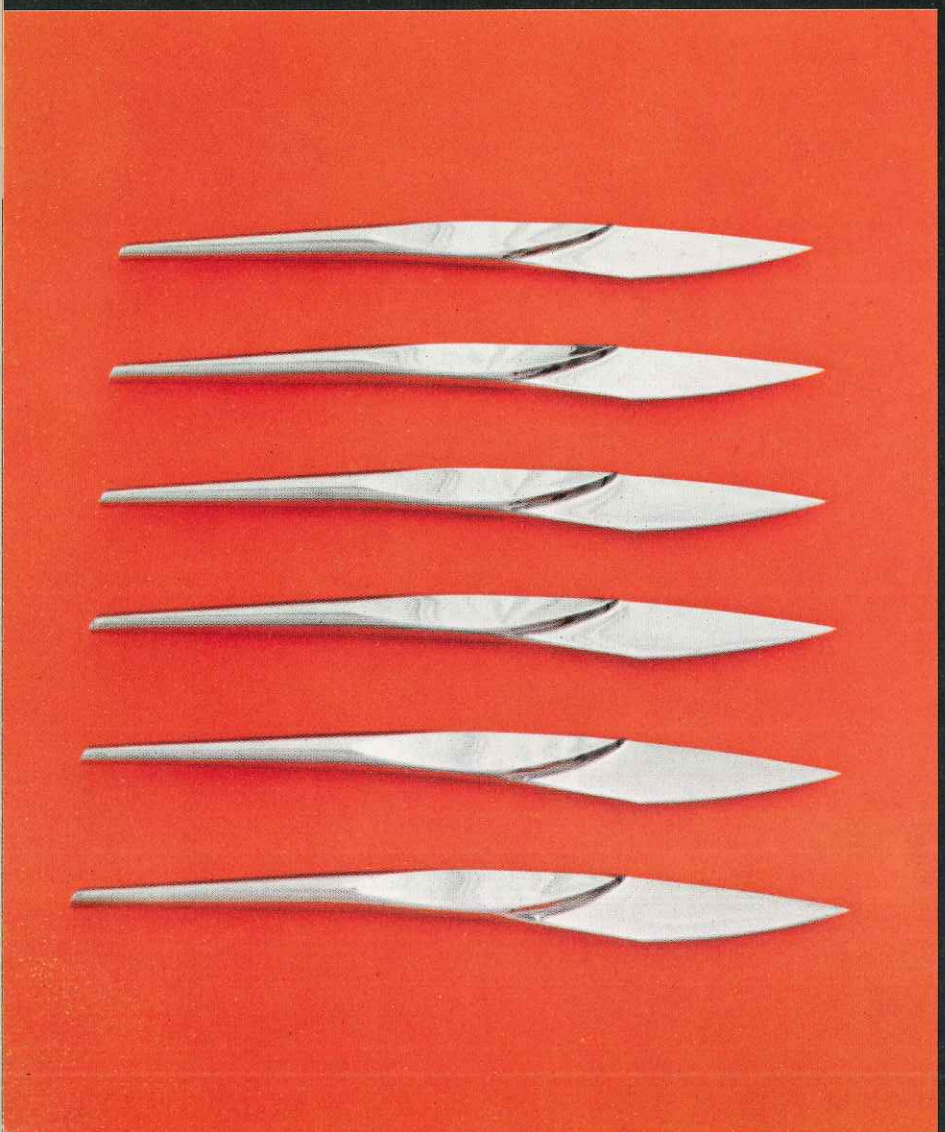
No. 372

12-24	25-49	50-99	100 and up
$10.80	$10.60	$10.50	$9.40

MAILERS AVAILABLE at 11¢ each net.

Design Patents Pending

1-3A 4B



The Contura Steak Knife Set

Spirited lines and dramatic surfaces identify this beautifully sculptured steak knife set as a unique masterpiece of modern design. Each knife is a solid piece of sparkling stainless steel, 8½-inches tip to tip. The handles are long in proportion to the blades, and are both contoured and balanced, making the implements remarkably easy to use. They will flatter the setting of any table, and blend with the decor of any occasion. No special care is required: no scouring, no polishing. Simply wash and dry these knives and they will keep their brilliant sparkle indefinitely. A gift of distinction in the best of taste with exceptional remembrance value. A matching set for the Contura Carving Set shown above.

Packed in a fine flannel roll, and gift boxed with an appropriate romance card.

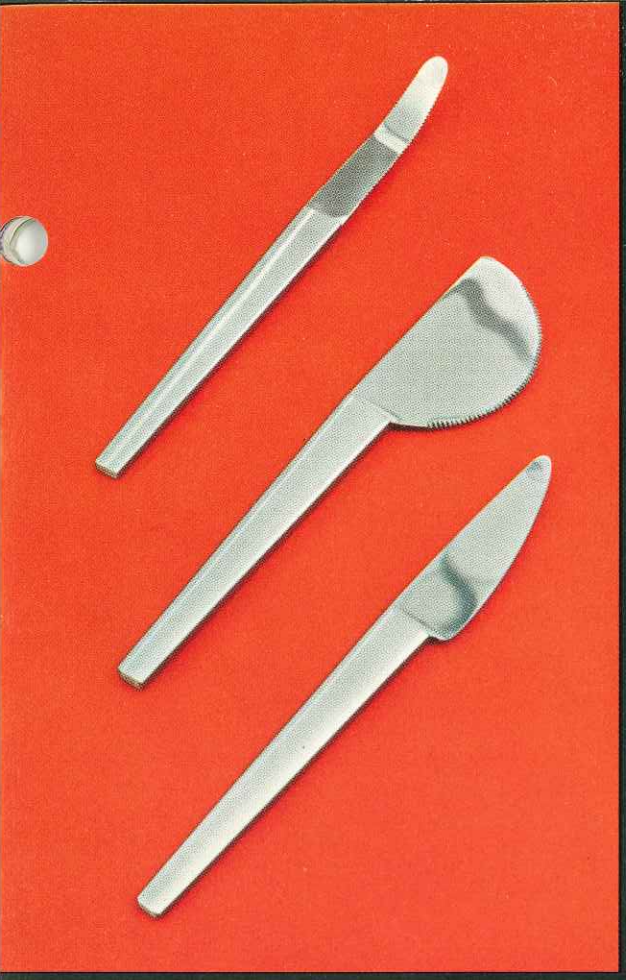
No. 311

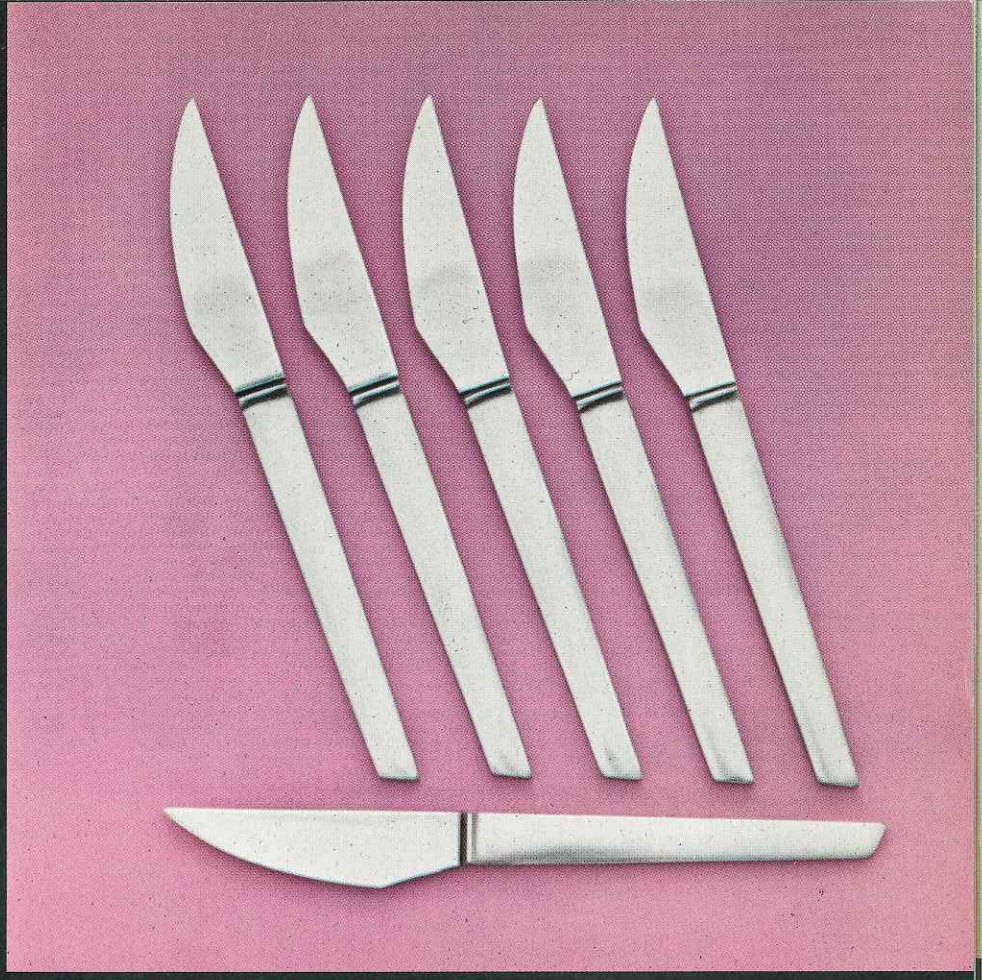
12-24	25-49	50-99	100 and up
$10.80	$10.60	$10.50	$9.40

MAILERS AVAILABLE at 11¢ each net.

Design Patents Pending.

1-3A 4B





The Continental Set

Here is bright new beauty and new convenience to tickle the wishbone, and make your gift the happiest event of the season. The arresting design of this lovely European-made knife set is so completely different it is like a page out of the future. For slicing, peeling, paring, and slitting, these implements are unmatched in efficiency. They are radiant easy-care stainless steel, forged from a solid piece of metal, dishwasher proof, and permanently beautiful.

The grapefruit knife features a precisely curved blade serrated on both edges to slither between the fruit and rind without ripping or tearing. The half-disc tomato slicer is also serrated. The paring knife is scientifically shaped and contoured for rapid slicing and peeling. All three implements are 6⅞-inches long.

Packed in a fine flannel roll in a deluxe black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 477	$4.40	$4.20	$3.75	$3.35	$3.25

MAILERS AVAILABLE at 10¢ each net.
Design Patents Pending.
1-2A 3B 4-5C

The Tuscany Steak Knife Set

Lovely lines sweeping into bold planes mark this set of imported European steak knives. Forged in one piece from solid stainless steel and hand polished to a luxurious contrasting satin and bright finish, they make a truly flattering gift in the best of taste.

Eight inches long, tip to tip, and scientifically weighted, balanced, and sharpened, the Tuscany Steak Knife Set is a superb quality gift at a practical price. Here is extraordinary value in a lifetime remembrance. Give these Tuscany Knives with confidence. You can be sure they will be welcomed and used.

Packed in a fine flannel roll in a deluxe black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 313	$6.40	$6.30	$5.60	$5.05	$4.98

MAILERS AVAILABLE at 11¢ each net.
Design Patents Pending.
1-2A 3B 4-5C

The Delmonico Carving Set

These are beautiful carving instruments, and are every bit as good as they look. Hot forged and quenched from everlasting stainless steel and polished to a glowing satin and mirror finish they represent some of the finest work of the Ancient Guild of Swordsmakers of Steyr, in Austria.

The set consists of the basic carving knife, a ham and beef slicing knife, and a serving fork. The design is Modern American which means that blade contour is the most efficient known for carving; that weight and balance are exactly what they should be to make the job of carving easy. The cutting edges of the knives are scientifically ground to stay keen longer, and to make re-sharpening easy. The Carving knife is 13½-inches, the Ham slicer 14-inches and the Fork 11-inches.

Packed with an appropriate romance card in an original import case proudly displaying the imprint of the Austrian Swordsmaker's Guild on the cover.

Also may be had in a fine flannel roll, neatly tied and gift boxed.

No. 306 (in import case)

12-24	25-49	50-99	100-249	250 and up
$10.30	$10.10	$9.90	$8.80	$7.90

No. 365 (in flannel)

$8.90	$8.70	$8.50	$7.55	$6.75

MAILERS AVAILABLE #365 @ 11¢; #306 @ 16¢ each net.
1-3A 4B 5C

The Delmonico Steak Set

This lovely set of matched steak knives was compounded of 20th century magic in metallurgy and a thousand years of skill and experience in making the world's finest cutlery. The Swordsmakers of Steyr in Austria hot forged these knives of everlasting stainless steel, and hand finished them to a glowing satin and mirror finish. They will never rust, stain, chip, nor tarnish.

Each blade is scientifically shaped for efficient cutting, precisely weighted and balanced, and hand honed to a razor edge. This set is made for use, and intended for a lifetime. It is a most fitting way to remember a friend, and to insure that he remembers you. Overall length is 8-inches.

Packed with an appropriate romance card in an original import case stamped with the crest of the ancient Swordsmaker's guild. Also available in a fine flannel roll, neatly tied and gift boxed.

No. 317 (in import case)

12-24	25-49	50-99	100-249	250 and up
$9.00	$8.80	$8.60	$7.65	$6.85

No. 318 (in flannel roll)

$8.10	$7.90	$7.70	$6.85	$6.15

MAILERS AVAILABLE #317 @ 13¢; #318 @ 11¢ each net.
1-3A 4B 5C

The Eldorado Salad Set

This new and impressively different salad set is notable for its brilliant styling and the way both fork and spoon are shaped for efficiency. The fork tines won't clog, and the flat-tipped spoon mixes thoroughly to the bottom of the bowl. The contoured sides and edges prevent any dripping to the handles. Both implements are 12-inches long, and precisely weighted and balanced.

The Eldorado is another triumph of the Swordsmakers of Steyr in Austria working with the preferred metal of our times: rich, durable, and carefree stainless steel. With such tools, mixing and tossing a salad becomes a labor of love.

Packed in a fine flannel roll neatly tied and gift boxed. An appropriate romance card is included.

No. 359

12-24	25-49	50-99	100-249	250 and up
$6.20	$6.00	$5.90	$5.30	$4.75

Design Patents pending
MAILERS AVAILABLE at 14¢ each net.
1-3A 4B 5C

The Delmonico Game Shears

These powerful game shears have much to recommend them as prestige builders. The appearance is distinguished: they have the same sleek streamlining as the Delmonico Steak and Carving Sets. The design is ingenious, the workmanship flawless, and the construction rugged.

A tool of such superb quality is welcome in any household. The compound action snips through poultry bones with ease. With one serrated blade, short work is made of trimming and cutting the toughest gristle. These shears have proved a great help in cutting frozen foods, too.

Made of tempered scissor-steel, the instrument is fully chrome plated, and hand polished to a beautiful bright and satin finish. A concealed spring pushes the handles apart. The action is positive and dirtproof. Length is 10½-inches.

A remembrance with impact, reflecting a value far beyond its cost.

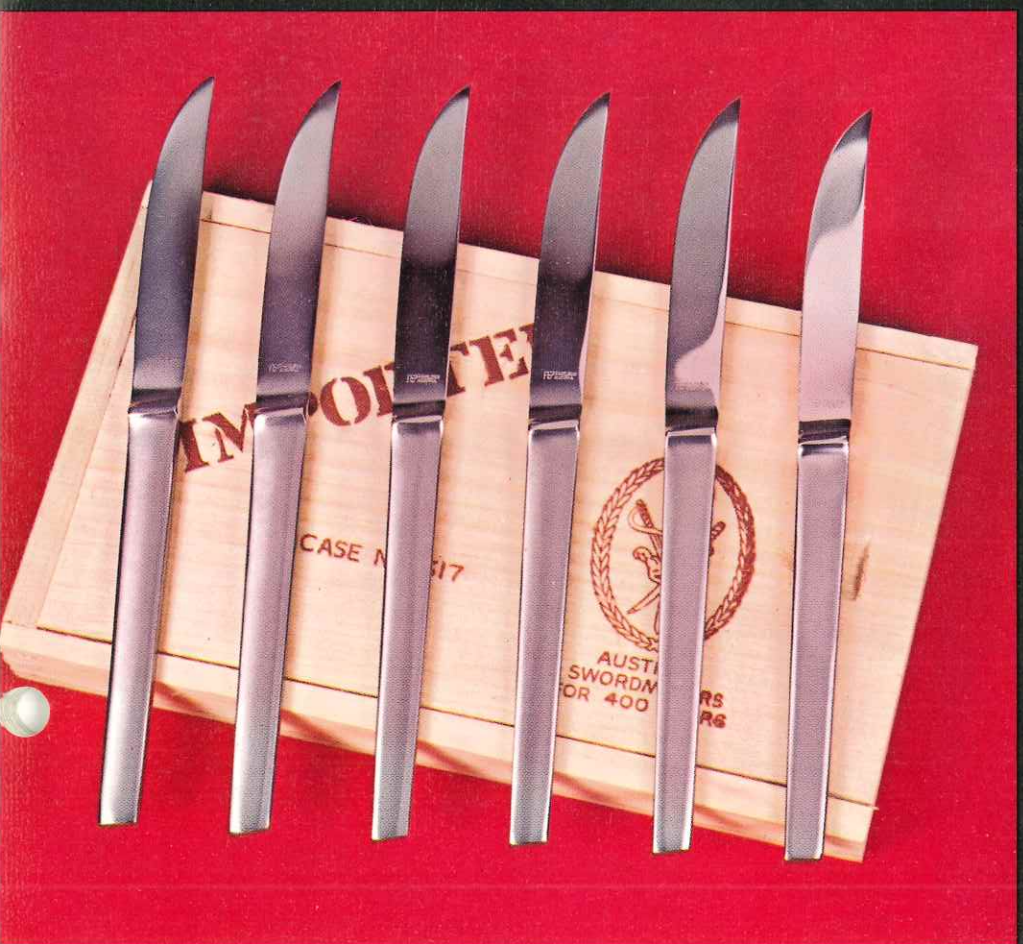
Packed in a fine gift box with an appropriate romance card.

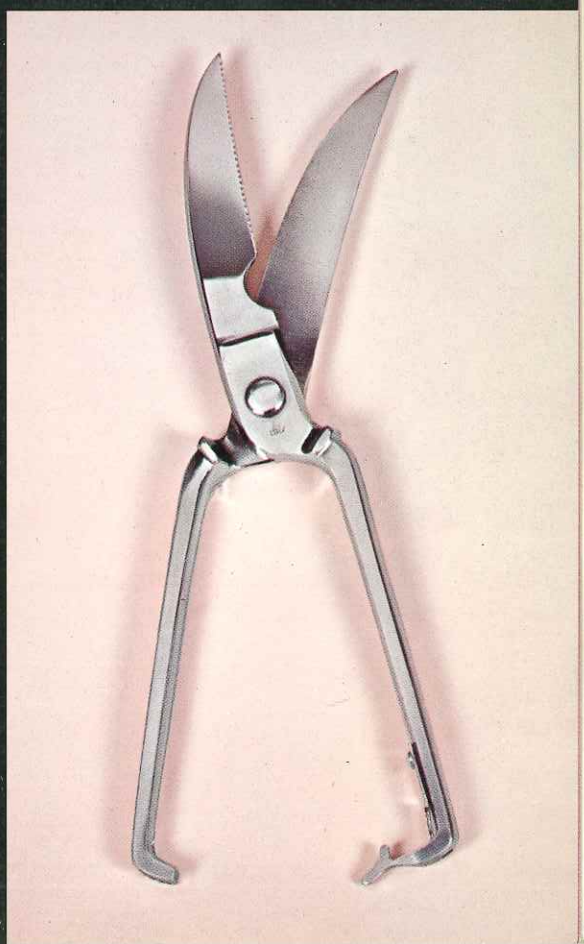
No. 40

25-49	50-99	100-249	250-499	500 and up
$4.70	$4.50	$4.40	$3.90	$3.50

U.S. Patent D-176,994
MAILERS AVAILABLE at 10¢ each net.
1-3A 4B 5C

IMPORTED
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS


IMPORTED
AUSTRIAN
SWORDMAKERS
FOR 400 YEARS



307

The Delmonico Steak and Carving Set

If you want to cause a stir with your gift, send this combination. Rarely has anything so impressive been seen on the gift market. The set is composed of the Delmonico Carving Set plus the Delmonico Steak Set illustrated on the previous page. Packaged in a slide-top original import case imprinted with the crest of the Ancient Swordsmakers' Guild of Austria. A suitable romance card is also included. Anyone seeing this package knows immediately that here is something extraordinary and very very special. And they would be right. Quality is implicit in every shining inch of these sleek, beautiful implements. Send this Delmonico Set, it will mark you as a man to remember.

	12-24	25-49	50-99	100 and up
No. 307	$18.10	$17.80	$17.50	$17.20

MAILERS AVAILABLE at 19¢ each, net.

A

The Viennese Serving Spoons

A masterpiece of design.

These are serving implements of such singular elegance they command attention. Peerless quality is evident, of course. The set was made by the Swordsmakers of Steyr in Austria, and the finish sparkles with the perfection of their handiwork.

Made of solid stainless steel, the fabulous metal that stays bright and shining for a lifetime, and never needs special care, these Viennese Spoons are extraordinarily useful. Each is 9⅞-inches long with handles that are offset so the spoons won't slide into the bowl. The slotted vegetable spoon automatically drains off the fluid when it is used.

Suitable for any dining occasion from formal to buffet, and a credit to any table.

Packed in a fine flannel roll in a black and silver gift box with an appropriate romance card.

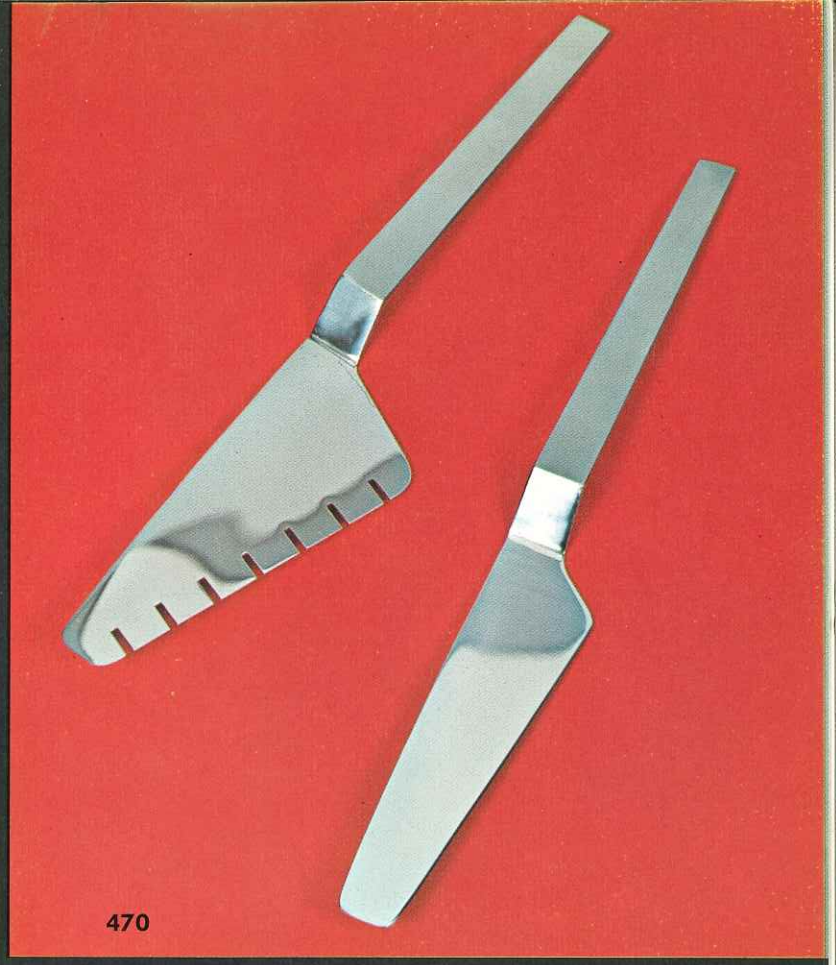
	25-49	50-99	100-249	250 and up
No. 565	$4.90	$4.70	$4.10	$3.65

Design Patents Pending

MAILERS AVAILABLE AT 11¢ each, net.

1-2A 3B 4C

565



470

The Viennese Cake Knife and Spatula Set

An original design and treatment in a serving set that is too often neglected. The dessert is the climax of a fine dinner whether it is at the formal table or buffet. It's the time when fine implements are particularly noticed. This set is of the same fine quality and design as the serving spoons at the left. The handles are offset to keep them off the dish. The cake knife blade is scientifically shaped with accurately spaced serrations to cut the lightest cake with ease. Designed to cut and hold, using both knife and spatula, this set makes the whole process of cutting and serving delightfully easy. The spatula used alone is a fine instrument for cutting and serving pie. Both units are 9⅞-inches long.

A remembrance that fills a need, that will be welcomed and used. Packed in a fine flannel roll and gift boxed with an appropriate romance card. Cake knife also available singly.

	25-49	50-99	100-249	250 and up
No. 470 (Sets)	$4.85	$4.60	$4.00	$3.60
No. 469 (Cake Knife)	$2.65	$2.55	$2.25	$2.00

MAILERS AVAILABLE at 11¢ each, net.
1-2A 3B 4C

The Viennese Serving Forks

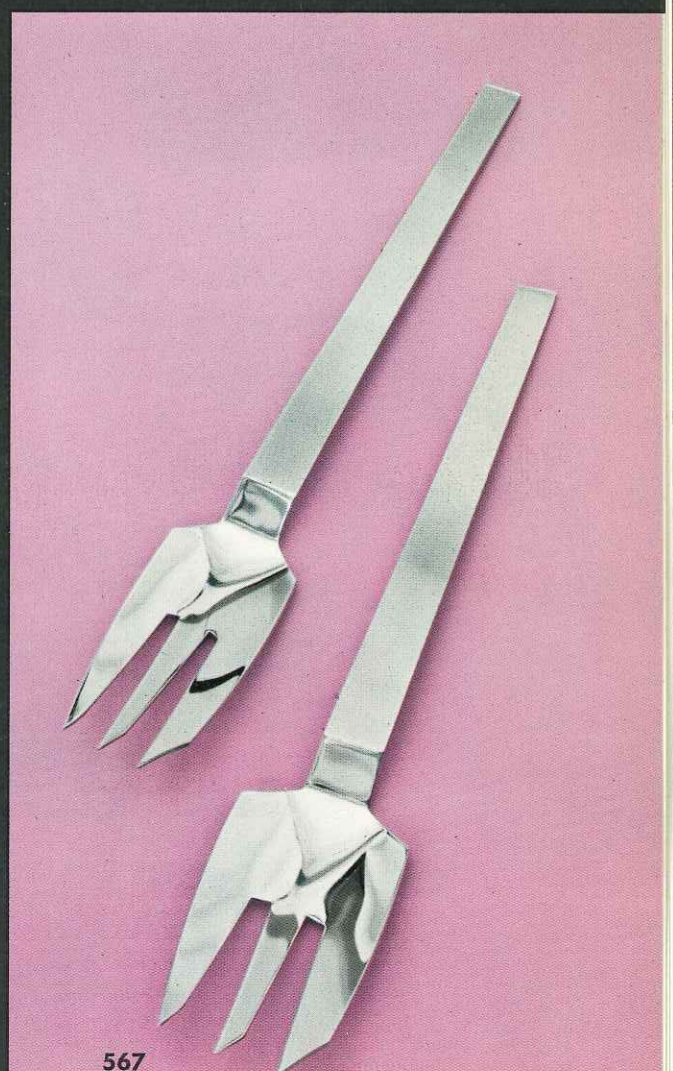
Matched serving forks of distinguished appearance and a range of uses that stretches from cold buffet service to the most formal dress parade dining. These lovely forks, 10½-inches long, are table companions of the festive Viennese Serving Spoons on this page and match them in quality, appearance and value. They have powerful gift appeal alone but also the extra advantage of re-enforcing your remembrance program. Used to precede or follow the Serving Spoons, they establish a gift sequence that is evidence of your careful thought and planning.

Beautiful, everlasting, easy-care stainless steel, luxury-crafted by old world artisans.

Packed in a fine flannel roll in a deluxe black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 567	$4.90	$4.70	$4.10	$3.65

MAILERS AVAILABLE at 13¢ each, net.
1-2A 3B 4C



567

Mood Moderne

Winner of the GOOD DESIGN AWARD of the Museum of Modern Art

This flatware is not only designed for beauty, but for functional use as well. The unusual shape of the knife blade, together with the extreme concavity of the forks and spoons, makes dining both easier and more pleasant. All the implements are full size. The Dinner Fork measures 8", the Dinner Knife 8¾", and the Soup Spoon 7⅜".

The knives, forks and spoons are made of high quality stainless steel. All of the implements are beautifully satin finished, with highly polished blades on the knives. Supreme in design, incomparable in quality, this lovely flatware was made by European master craftsmen with centuries of experience in cutlery making behind them. It is a gift of which you can be very proud.

This set comes wrapped in a fine flannel pouch that can be used permanently. Packed in a black and silver gift box with an appropriate romance card.

	6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1424 6 pc. place setting. Service for four (24 pcs.)	$16.80	$16.30	$16.10	$15.90
No. 1636 6 pc. place setting. Service for six (36 pcs.)	25.05	24.25	23.75	23.50
No. 1848 6 pc. place setting. Service for eight (48 pcs.)	33.00	32.05	31.45	31.15
No. 1420 5 pc. place setting. Service for four (20 pcs.)	13.00	12.70	12.45	12.35
No. 1630 5 pc. place setting. Service for six (30 pcs.)	19.20	18.70	18.40	18.20
No. 1840 5 pc. place setting. Service for eight (40 pcs.)	25.45	24.65	24.25	24.05
No. 1416 4 pc. place setting. Service for four (16 pcs.)	11.10	10.80	10.60	10.50
No. 1624 4 pc. place setting. Service for six (24 pcs.)	16.30	15.85	15.55	15.40
No. 1832 4 pc. place setting. Service for eight (32 pcs.)	21.55	20.95	20.55	20.35

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.

For five-piece service—eliminate butter spreader.

For four-piece service—eliminate butter spreader and salad fork.

U. S. Patent Nos. D-173,784, D-173,785, D-173,786

MAILERS AVAILABLE at 15¢ each, net.

C

The Encore
Coaster and Ashtray Caddy

These lovely stainless steel trays serve the needs of many occasions. They make sparkling, easy-care, individual ash trays. They form a matched set of beautifully modern coasters, or they can be used appropriately to serve nuts, candies and confections. Made of the world's finest chrome-nickel steel polished to a gleaming satin and bright finish, they will be welcomed with deep satisfaction. The glowing walnut block is itself unusual. For ready use, the trays are placed in the diagonal slots. For storage they nestle one on top of the other in a cavity carved into the wood.

Ad copy is available for the bottom of the caddy base. This can be either gold or silver stamped on an appropriate swatch.

Packed in a fine black and silver gift box with an appropriate romance card.

No. 507

25-49	50-99	100-249	250 and up
$5.25	$5.15	$4.60	$4.15

Swatch for bottom of base 5¢ each net, plus cost of gold or silver stamping.

U.S. Patent D-184,651

MAILERS AVAILABLE at 11¢ each net.

1-2A 3B 4C

La Reine

Shimmering loveliness in glass from the hands of Old World master craftsmen. Tinted a delicate smoke-topaz and hand blown, the result is a glass of unusual clarity and brilliance. Designed to lend an air of smooth sophistication to any setting, this sparkling decanter set is light, well balanced, and ever so easy to use. The La Reine implies a compliment: the individual receiving it knows at once that he is regarded as having an understanding and appreciation of fine things. Packed in a gift box with suitable romance card.

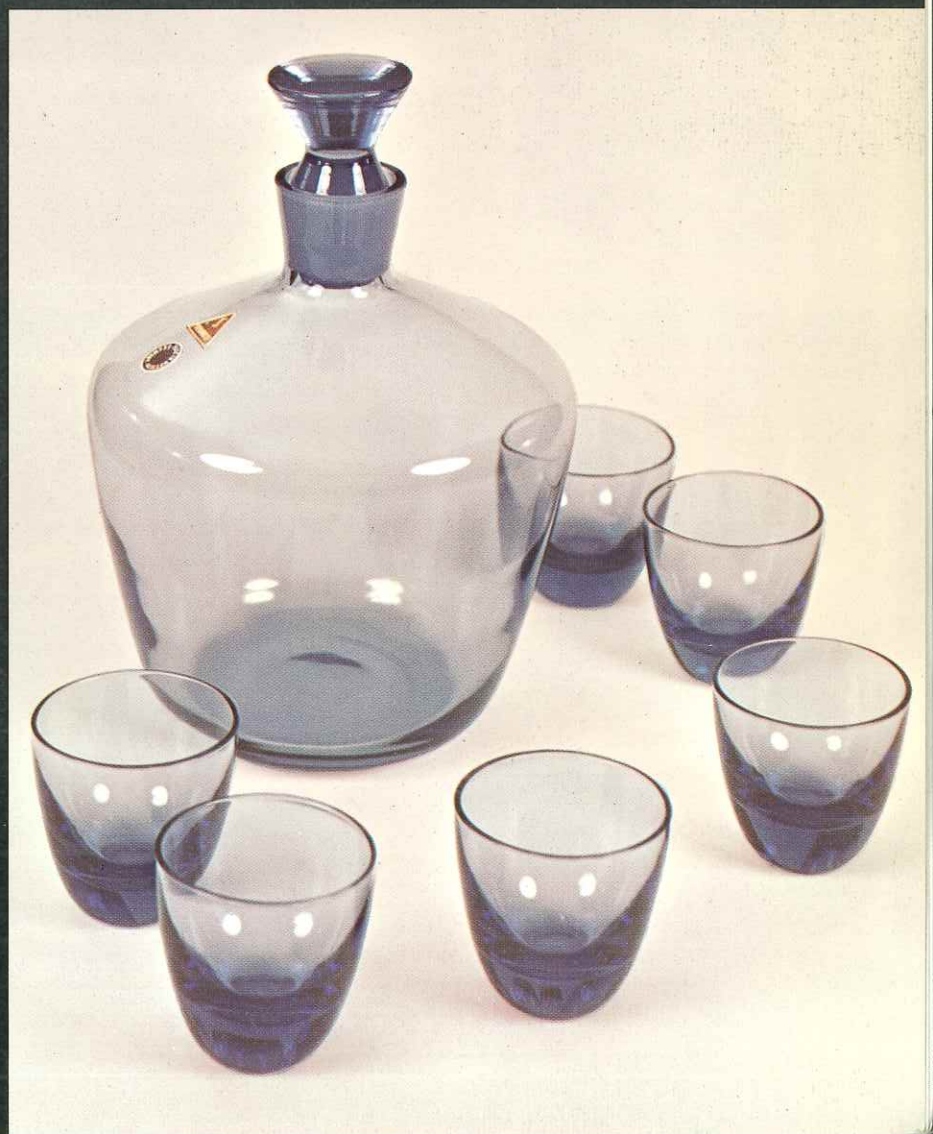
All that is needed to send the package on its way is a properly addressed mailing label.

No. 601

6-11	12-24	25-49	50-99	100 and up
12.70	$12.20	$11.80	$10.60	$9.60

MAILERS INCLUDED at no extra charge.

1-3A 4B 5C



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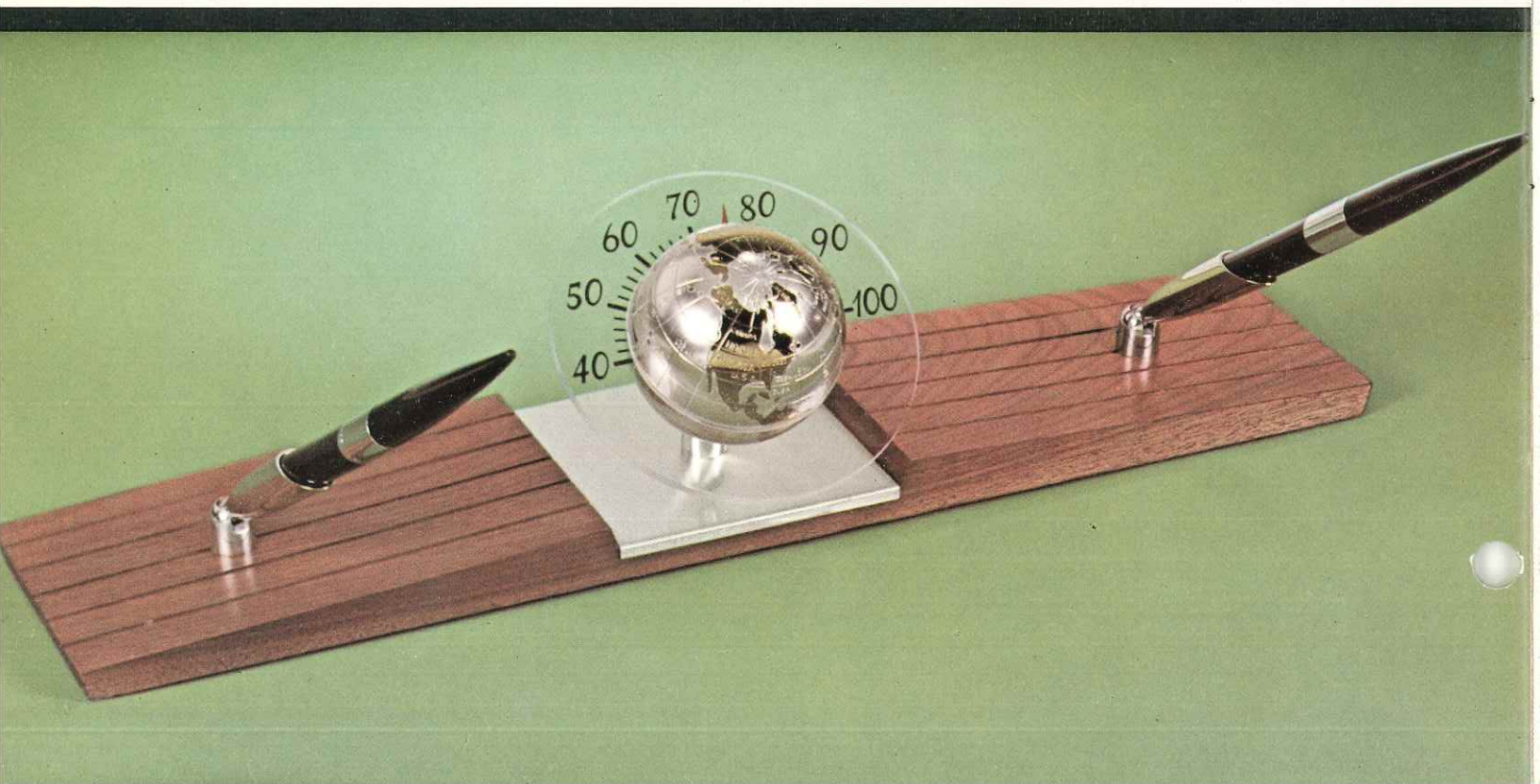


The Commander Library Set

A fine shear and letter opener of precision craftsmanship and enduring quality cased in a scabbard of genuine cowhide, made in Solingen, Germany.

The shears are famous Solingen quality. The blades are hollow ground and carefully shaped so that, as the shears are closed, only a tiny part of the blades are in contact at one time. This makes precision cutting possible, and is a refinement usually found only in the most expensive instruments. The scissor handles have spacious inserts, a distinct convenience for the masculine hand. The shears are 9-inches long and 2⅜-inches wide across the handles.

The Letter Opener is 9-inches long, and features a brilliant color inlay in the curved handle. Both instruments are heavily nickel plated and polished to a gleaming mirror finish. For ad copy and personalization information see page 32.

A useful, much wanted desk tool, welcome in either the office or home, and a remarkable advertising value at a price suitable for quantity distribution.

Packed in a fine black and silver gift box with a suitable romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 715	$4.30	$4.20	$3.72	$3.35	$3.30

MAILERS AVAILABLE at 10¢ each net.

1-2A 3B 4-5C

The Commerce and Industry Desk Set

A luxurious desk set combining a shear and letter opener in a rich looking scabbard of genuine cowhide. The gleaming instruments are fashioned in modern, slim-line design, and are handcrafted for precision cutting.

The Shears are hot forged from scissors steel, and tempered for strength and durability. Finish is heavy nickel-plate, buffed and polished to a shining luster. In styling these shears, emphasis has been placed on making them easy to handle and easy to use. The grips are wide and long and contoured to fit the masculine hand. The blades are hand-honed so that only a hairline of the edge makes contact at one time. This insures proper function and long life.

The handsome Letter Opener features an embossed handle inlaid with three fired enamel colors. The motif is a timely one, typifying commerce and industry. A convenient nine-inch ruler is engraved on the back of the blade. The entire instrument is heavily nickel-plated and polished to a mirror finish.

The scabbard is real cowhide, finished in a warm tan color. It is double saddle stitched and has a suede backing to keep it from scratching even the finest surface.

A substantial gift at moderate cost, but very high in remembrance value. For ad copy and personalization information turn to page 32.

Packed in a fine black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 777	$5.80	$5.60	$4.90	$4.40	$4.30

MAILERS AVAILABLE at 10¢ each net.

1-2A 3B 4-5C

The Galileo Thermometer Pen Set

A combination that embodies prestige, brilliantly designed to give just a touch of the extravagant so highly valued these days, when even a fine gift has to be different in order to be noticed.

The Galileo Thermometer Pen Set is an impressive remembrance for the office or home. The base of selected walnut polished to a soft luster is gracefully tapered to give the piece a classic appearance. This is accented by the sleek ball-point pens which flare from each side. These pens swivel a full 360 degrees and use a standard refill.

The globe itself is identical to that featured in the Planet. Measuring 14-inches by 3-inches, with padded base, the set is just the thing to excite comment as well as admiration. It will act as a constant reminder of your good wishes.

The Galileo offers the same ad copy and personalization features as The Planet. See page 32 for details.

Packed in an attractive gift box with a suitable romance card.

	12-24	25-49	50-99	100 and up
No. 625	$10.60	$10.20	$10.00	$9.80

U.S. Patent D-187,816 and foreign patents.

MAILERS AVAILABLE at 18¢ each net.

A

The World–Time Paperweight

The avid interest these days in the world and the space around it makes this rich looking novelty most appropriate. It's sure of desk space wherever it goes, and equally sure of being admired and talked about. It's a collector's item.

This device is an authentic replica of a master globe. The horizontal ring marks the time zones of the earth. It tells you, for example, that at noon in Chicago, it's 6:00 P.M. in London, and 3:00 A.M. tomorrow morning in Singapore. The vertical ring is movable, making it possible to tip the globe at any angle to show different areas.

The gleaming finish is brushed satin-silver and polished brass. The unit is 2¾-inches wide and 3-inches high. Ad copy can be placed on the bottom of the base.

Attractively gift boxed with a suitable romance card.

No. 635

12-24	25-49	50-99	100-249	250 and up
$6.85	$6.65	$6.45	$6.25	$5.60

Ad copy gold or silver stamped on a swatch for bottom of base 5¢ each net, plus cost of stamping.
MAILERS AVAILABLE 12¢ each net.
1-4A 5B

The Garibaldi Library Set

A beautiful shear and letter opener combination in a motif of gold and silver, luxuriously cased in warm, rich leather. The shear is hot-forged, hand-honed scissor steel. It glistens with a mirror finish. The blades have been scientifically shaped so that when the shears are closed, only a tiny fraction of the blade edge is in contact at one time. This precision is found in only the most expensive instruments. The full size handle grips are for the masculine hand.

Gold stamped ad copy available on reverse side of scabbard, or under shear handles. Names or initials can be engraved in gold rectangle shown on decorative plate of scabbard. For details see inside back cover.

Packed in a fine gift box with romance card.

No. 776

25-49	50-99	100-249	250 and up
$8.20	$8.00	$7.15	$6.45

Engraving initials 21¢ each net; names 27¢ each net.
U.S. Patent D190,578
MAILERS AVAILABLE at 11¢ each net.
1-2A 3B 4C

The Postmaster Letter Scale

The union of fine imaginative design and engineering precision is featured in this unusual letter scale and paper weight. It is definitely not a gadget. Working on a spring-compression principle it accurately indicates postage for letters and parcels weighing up to eight ounces.

The top is brushed aluminum, the bottom hand-rubbed hardwood. The appearance emphasizes the trim, slender elegance so highly valued in modern American desk accessories.

A turn of the aluminum top and the Postmaster springs up for use. Proper weight for postage is shown on a graduated scale. The unit is 4-inches high when closed, and 2½-inches in diameter.

Engraved names, monograms or ad copy can be placed on the top of the instrument.

An excellent remembrance for either the office or home.

No. 700	25-49	50-99	100-249	250-499	500 and up
	$4.00	$3.80	$3.70	$3.30	$2.95

MAILERS AVAILABLE at 11¢ each net.
U.S. and foreign patents pending.
Do not specify extensive ad copy. Space is limited.
1-3A 4B 5C

The Magellan Musical Cigarette Dispenser

Old World charm hits a new high in this masterpiece of the unusual. Open the drawer, and the brass shutter slides back. A Swiss musical movement plays *Smoke Gets In Your Eyes,* and the world globe revolves with the music. At your fingertips are regular and king-size cigarettes.

A patented and exclusive import, the Magellan was made by one of the leading jewel box makers of Europe. The case is finished in satin-silver plate; the shutters, trays, and trim are gleaming brass; and the world globe is a combination of silver plate and golden brass overlay. 7″ by 5″ and 1½″ high exclusive of globe.

Mark the Magellan for the individual who has everything. You couldn't show friendship in a better way. Packed with a romance card in a fine gift box.

No. 213

3-5	6-11	12-24	25-49	50 and up
$34.50	$32.00	$30.00	$28.50	$27.20

Names or initials engraved on a 2¼″ by ¾″ nameplate for top of case at 75¢ each net.
U.S. Patent D 180,917
MAILERS included at no extra charge.
A

The Planet

A gracious gift for the office or home; a precise, craftsman-built instrument, designed in America, and manufactured in Europe to Old World standards of perfection. The world globe design is itself unusual, and the silver-and-gold-color finish makes it sparkle. The pointer records the temperature, floating against a contrasting background of clear lucite with black numerals. Striking in appearance and ultra-modern, the Planet is 3½-inches high, and 3⅝-inches in diameter.

Ad copy, individual names or initials can be placed on the thermometer base, on a nameplate attached to the top, on a swatch on the bottom, or on the lucite dial.

See page 32 for details.

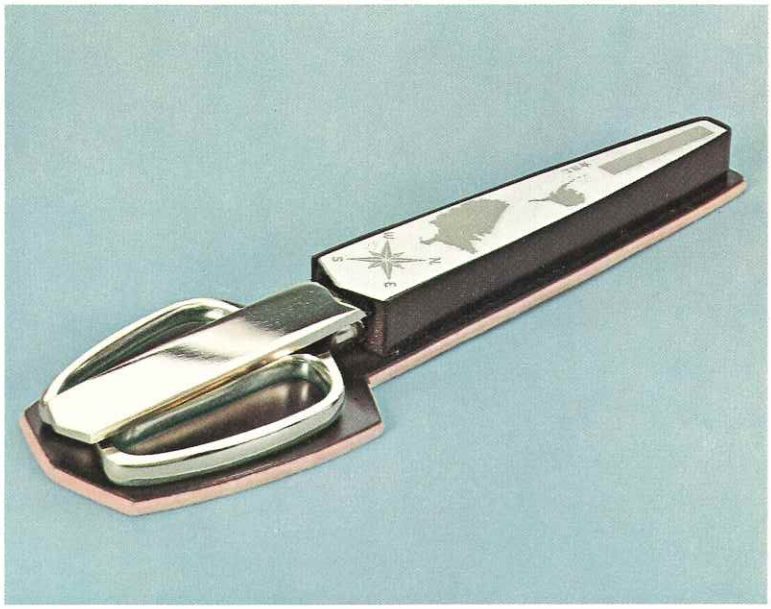
Packed in a fine gift box with a suitable romance card.

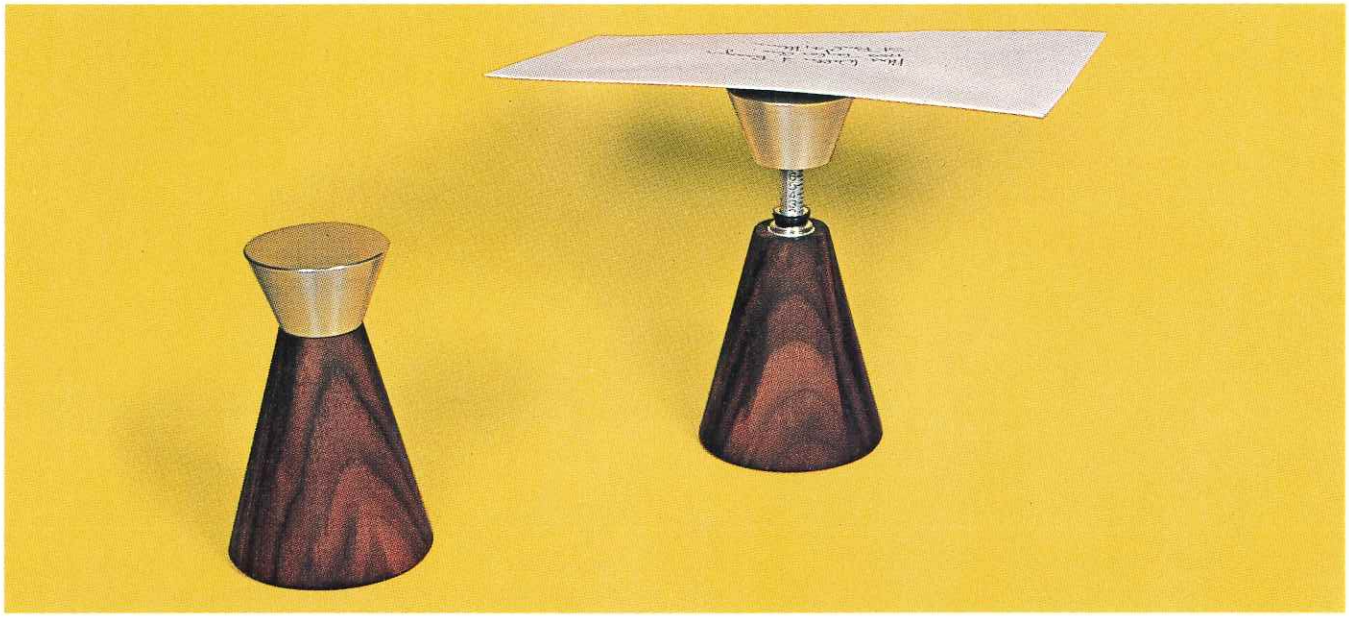
No. 680

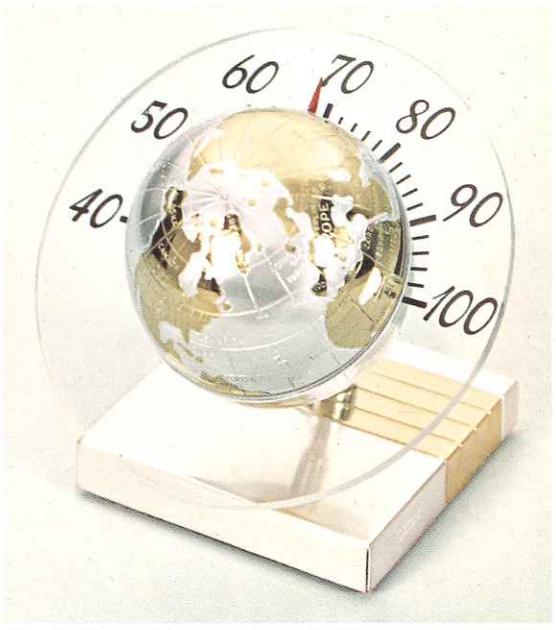
12-24	25-49	50-99	100-249	250 and up
$5.80	$5.60	$5.40	$5.20	$5.00

U.S. and foreign patents issued: U.S. D187,816

MAILERS AVAILABLE at 11¢ each net.
A



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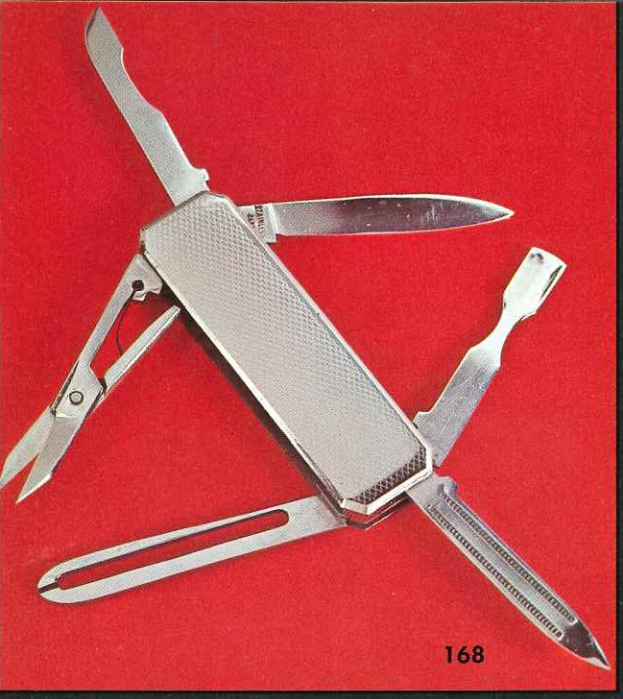
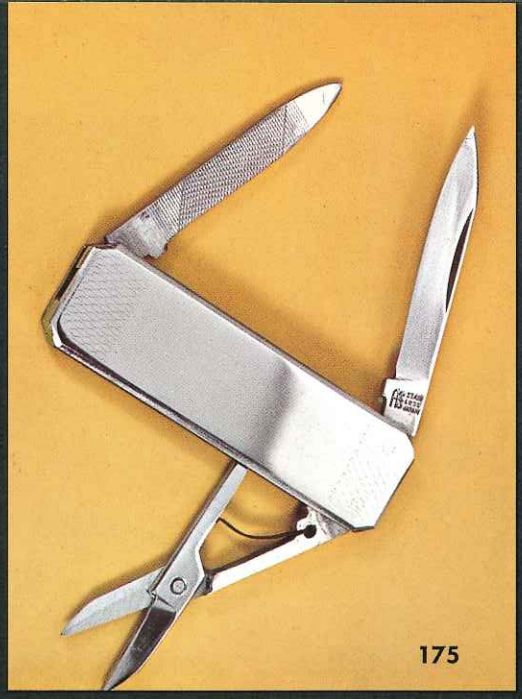
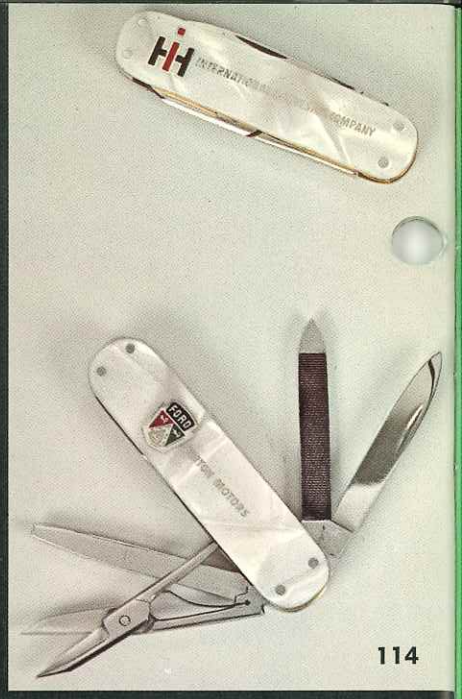






The Atlas

An unusually small all-purpose pocket knife containing six implements: a knife blade, a nail file, cuticle pusher, cuticle cutter, scissors, and tweezer. Entirely of stainless steel. Light in weight and surprisingly thin. The sides have beautiful engine-turned designs with plenty of space for names, initials, or ad copy. 2⅜-inches long. Gift boxed with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 168	$3.15	$2.95	$2.85	$2.55	$2.30

Lined cowhide leather case at 50¢ each, any quantity. — A
Penny Jingle cards available at 2½¢ each net.
MAILERS AVAILABLE at 8¢ each net.
1-3A 4B 5C

The Jupiter

The Jupiter is the knife for the successful businessman, the kind he will carry and use. It is both light and wafer-thin. It's only 3/16-inches thick, and 2⅜-inches long yet contains three implements: a knife blade, a scissors, and a nail file. Gift boxed with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 175	$2.50	$2.35	$2.25	$2.00	$1.80

Lined cowhide leather case at 50¢ each, any quantity. — A
Penny Jingle cards available at 2½¢ each net.
MAILERS AVAILABLE at 8¢ each net.
1-3A 4B 5C

The Val-U-Plus Knife

Slim, beautiful pocket knives of unusual quality, at a price low enough for quantity distribution. Prestige remembrances of tremendous impact that place your advertising message in a setting of lasting beauty. The Val-U-Plus knives have four implements: a scissors, a nail file, knife blade and screwdriver. The blades are of surgical steel, nickel-plated and polished to a mirror finish. Knives have full brass linings and four flush nickel-silver rivets. Sides are simulated mother-of-pearl, rich and expensive looking. Your advertising can be inlaid with nickel-silver or in nickel-silver and color. This can be done in one piece as an uninterrupted inlay; or in parts as an interrupted inlay, a new and exclusive process making it possible to duplicate most trade names and trade-marks. See page 32 for costs and details.
Packed in a fine gift box with an appropriate romance card.

	50-99	100-249	250-499	500-999	1000 and up
No. 114	$3.83	$3.70	$3.62	$3.53	$3.47

Penny Jingle cards available at 2½¢ each net.
Keychain ring available at 7¢ net per knife. Bottle Cap Opener available on screwdriver blade at 7¢ additional each per knife.
MAILERS AVAILABLE at 8¢ each net.
Patent Pending on interrupted nickel-silver inlay.
C

The Big Inch

Feather light combination 36-inch steel rule and key chain. Wafer thin, only 7/16-inches thick and 1¼-inches square. Easy to carry, always handy, the Big Inch emphasizes use-value. The genuine spring-steel tape is concave. Won't bend or curve while in use. Scale divisions are nickel plated after printing, won't rust or rub off.
Finish is smooth plastic with rib design on the edges, and featuring a beaded key chain for extra usefulness, the Big Inch reflects a value that far exceeds its cost.
Packed in a polyethylene bag with chain.
Prices include 3-4 lines of one-color ad copy on one side of rule. Two colors available at 3¢ net, additional. Stock colors are red and black. One color cuts $6.00; two colors, $11.00.

	100-249	250-499	500-999	1000-2499	2500 and up
No. 614	$0.60	$0.56	$0.50	$0.45	$0.41

Minimum order for rules with ad copy is 100. Dies for trademarks or special lettering charged at cost. Artwork when not furnished will be billed at cost. Speculative samples available at $3.50.
U.S. Patent No. D 182,680
1-2A 3B 4C 5D

614

The Sportsman's Knife

A satisfying surprise for the man who enjoys the out of doors, and thinks he has everything. An immensely practical gift with a lively range of uses that makes it an all-season favorite. Look what it will do: On one end is a beer can puncher. There's a rugged blade 3½-inches long on the back of which is a fish scaler. There's a bottle opener, of course. The Sportsman knife is made of stainless steel, which explains its rust resistance. It will not chip nor peel, and can be carried in a tackle box, hunting kit, or glove compartment without corroding. An unusual remembrance value at a practical price.

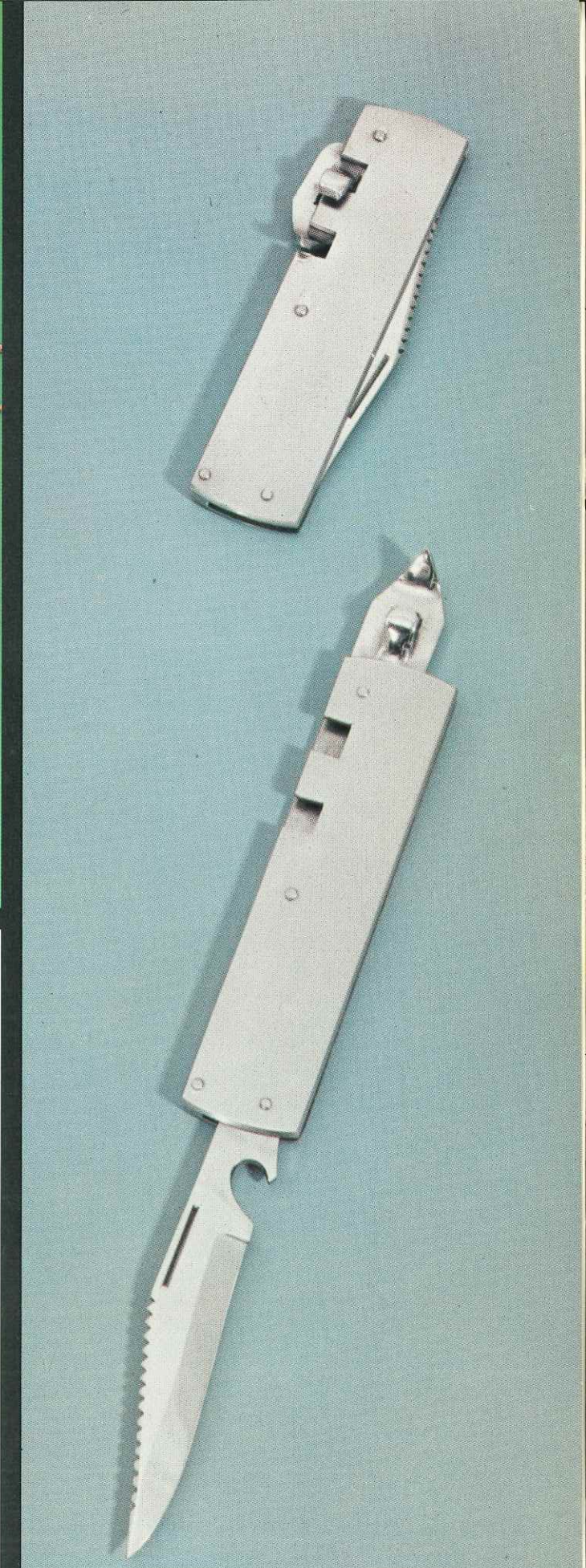
Packed in a deluxe black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 198	$2.65	$2.55	$2.45	$2.15	$1.90

MAILERS AVAILABLE at 8¢ each, net.

Foreign Patents Pending

1-3A 4B 5C



198

ADVERTISING SPECIFICATIONS FOR THE FOLLOWING PRODUCTS

THE COMMERCE AND INDUSTRY DESK SET
THE COMMANDER LIBRARY SET

Unless otherwise specified, ad copy will be gold stamped on the scabbard underneath the handles of the shears. Gold Stamping on the blade section of the scabbard is available. Individual names and initials 50¢ each. Minimum 25 pieces. One or two lines of ad copy, up to 20 letters per line 10¢ each. Minimum, 50 pieces.

Gold Stamping underneath the handles of the shears or on the underside of the scabbard available at the same cost as all other gold stamping. If the ad copy is split in two segments, charge twice for the gold stamping.

THE PLANET THERMOMETER
THE GALILEO THERMOMETER PEN SET

The nameplate feature can be included at 50¢ each, net, including the cost of engraving for one line names, ads, and monograms. If more than one line is needed, add 10¢ per line.

For the swatch for the bottom of the base charge 5¢ each, net, plus the cost of silver or gold stamping.

The lucite thermometer disk can be imprinted in quantities of 50 pieces or more with a set-up charge of $5.00. Straight line ads can cover an area 1¾" long by 7/16" high in the lower area of the disk. The cost is 10¢ each for up to 3 lines in one color: maximum is 28 letters and spaces per line. Curved ads cover an area 2⅛" long by 7/16" at the same price: maximum 34 letters and spaces per line plus $10.00 for curved imprinting die.

THE VAL-U-PLUS KNIFE

Ad copy in nickel-silver inlay per side of knife:

	100-249	250-499	500-999	1000 and up
UNINTERRUPTED:	$0.22	$0.20	$0.18	$0.18
INTERRUPTED:	0.29	0.23	0.21	0.21

This includes, for the interrupted inlay, one trademark or figure in addition to text. Add 75% of inlay cost for each additional trademark or figure.

Maximum inlay area: 2" x 13/32"

Color in addition to inlay: Add 7¢ net, for each color.

The minimum order with inlay is 100 pieces. For orders less than 100, but not less than 50, add $13.00 per order. Sorry, we cannot accept orders with inlay for less than 50 pieces.

Artwork: When requested for approval of order, there is no charge.

Speculative Samples: Charge $13.00 per side for either type of inlay. This is refunded if a minimum of 100 pieces are ordered with the same inlay within 6 months of receipt of sample.

CARAVELLE GIFTS

Unless otherwise specified, all stamping on the Caravelle Gifts will be in silver foil. For ad copy on the swatch, on the bottom of the base of the desk pad, pen holder, or name plate, charge 5¢ each net, plus the cost of silver stamping. For ad copy directly on the black leather of these pieces the cost is:

AD COPY

12-24	25-49	50-99	100-249	250-499	500-999	1000 and up
$0.24	$0.19	$0.13	$0.10	$0.08	$0.08	$0.07

PERSONALIZATION

	NAMES	INITIALS
1 to 49	50¢	45¢
50 and up	45¢	45¢

ALL SERVICE CHARGES ARE NET.

PRINTING and ENGRAVING INFORMATION and CHARGES

All lists of individual names or initials should be typewritten and submitted in duplicate.

GOLD STAMPING

All gold stamping is done in 24-K gold. Prices for Gold Stamping include up to 4 lines of advertising copy. The charge for orders requiring special dies will be made available as soon as possible after receipt of order. (Same conditions apply where silver stamping is indicated. High quality silver foil is used.)

ENGRAVING

All engraving is done in jewelers style, right into the metal. A maximum of 18 letters is permitted per line. If a line has more letters, that line will be priced as two lines. Trademarks or special lettering require engraving dies. A simple die costs about $20.00 net, and the engraving charge is at the two line price. The charges for a special order requiring a complicated die and engraving, will be made available as soon as possible after receipt of order.

PRINTING

For surface printing up to two colors, a clear, transparent coating material is used to protect the printing, and keep it from chipping, cracking, and wearing. The toughest, most durable material available is used for this purpose.

For surface printing on metal, an ultra-hard refined enamel coating is used.

Minimum charges for simple cuts, trademarks or special lettering when printing on any surface are: 1 color, $6.00; 2-colors, $11.00; provided artwork is furnished. The charges for orders requiring complicated cuts, trademarks or open lettering will be submitted as soon as possible after receipt of order. Artwork which we supply will be charged at cost.

ADVERTISING COPY

QUANTITY	GOLD STAMPING ON LEATHER	ENGRAVING ON METAL			PRINTING Up to 4-lines if space permits			
		One line	Two lines	Three lines	On simulated mother of pearl, wood, or plastic		On Stainless Steel Pocket Knives and Other Flat Metal Surfaces	
					One Color	Two Colors	One Color	Two Colors
12 to 24	$ .22	$ .27	$ .40	$ .53	$ ...	$ ...	$ ...	$ ...
25 to 49	.13	.20	.34	.46	...	...	...	...
50 to 99	.10	.17	.30	.42	.15	.26	.18	.31
100 to 249	.08	.16	.28	.40	.12	.19	.16	.26
250 to 499	.06	.15	.25	.35	.10	.16	.14	.23
500 to 999	.05	.14	.24	.33	.09	.14	.13	.20
1000 & up	.05	.14	.24	.33	.08	.13	.12	.19

INDIVIDUAL NAMES AND INITIALS

	GOLD STAMPED	
	NAMES	INITIALS
1 to 24	$ .45	$ .40 each
25 to 49	.40	.35 each
50 & up	.35	.30 each

ENGRAVED	
Initials (up to three letters)	$ .18
Individual names	.24 ea.
Script Engraving	5c extra ea.
Double Line Engraving	5c extra ea.

On all items, be sure to specify where copy is wanted and whether it is to be gold stamped, engraved, or printed. If this is not done we will use our best judgment.

BIRTHDAY PLAN

One of the most important days in any person's life is his birthday. It is a special day, reserved for him alone. When you remember him on this day of his, you tell him in unforgettable language that you consider him a very special individual. A Birthday Plan is available. You send us the names and addresses of the individuals you have selected for this special consideration. If you cannot supply the birthdates, we will obtain them at a charge of 30¢ per name. Other charges are 25¢ for each individual mailing, plus postage and insurance. Mailer and other service charges such as engraving, etc., at listed prices. Minimum order, $200.00 list.

ALL SERVICE CHARGES ARE NET.